

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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NEW YORK, OCTOBER 28, 1926

10c A COPY

B. A. I. S. 3923 with N. W. Ayer & Son



All things to all men

TO SOME, an Eveready Columbia Dry Battery is a red and blue can to be hooked to the doorbell. To others, it is positive insurance against balky starting and hit-and-miss firing of gasoline engines. Some explode blasts with it. Others put it to work on burglar alarms, toy motors, furnace drafts.

The same, identical package of electrical power does a thousand and one electrical tasks, and does them longer and better.

A difficult subject to advertise without wasting powder and shot? Not at all! The list selected includes general magazines and many publications of specialized appeals. Advertising Headquarters has prepared for this standardized product not a single generalized campaign, but many specialized campaigns aimed at each magazine's particular kind of audience.

This individualized treatment is multiplying the calls for Eveready Columbia Dry Batteries.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



"Circulation," when it is Free distribution, is often akin to ordinary "Circularizing," as far as the recipient is concerned.

IMPORTANT BUYERS

All Lines—Everywhere—Buying Every Product
order and pay for this

SUPERIOR PURCHASING GUIDE

Its "Circulation" consists very largely of "Subscribers."

No matter what your product, this Register would often present your sales message to the right man at the right moment;—our users rarely look elsewhere.

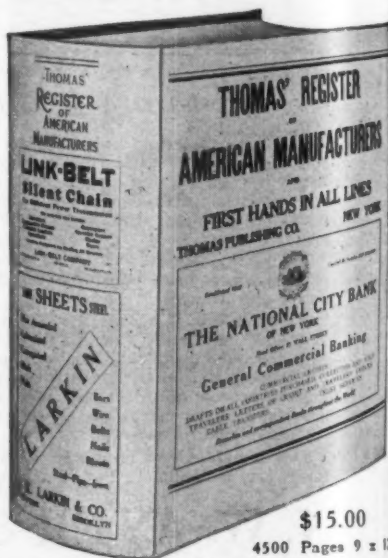
The only "Paid" circulation work of its kind.



It aims at 100% completeness, regardless of advertising. That is why

**BIG
BUYERS
Prefer it.**

**A. B. C.
MEMBER
(THE ONLY ONE)**



\$15.00
4500 Pages 9 x 12

2350 Advertisers Use 8025 Spaces

Most of them use "Keys" and know what they get

Space costs for only one issue a year, but continues as effective throughout the year as if repeated every week or every month.

THOMAS PUBLISHING COMPANY, 461 Eighth Ave., NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

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Why Not Have Special "New Account" Salesmen?

This Might Be a Solution to the Problem of Getting Salesmen to Spend More Time with New Accounts and Less Time with Old Accounts

By C. C. Casey

President, Work-Organizer Specialties Company

SEVERAL sales executives were talking about various sales problems, when one of them made the statement that his biggest problem was to get his men to make enough calls on *new* accounts.

"Why not have *two* sales organizations," one of the other executives offered; "one for new accounts and one for regular customers?"

"Have a heart, man! Our board of directors keeps its eye on the percentage of selling cost!"

"Say, now, if you can suggest a way to make that plan work," spoke up one of the other men, "I know several sales managers who will be everlastingly grateful to you."

"Work? Why won't it work? Why need it increase the percentage of selling cost?"

"How could it do otherwise? Our cost for salesmen, including their expenses," said the man who first mentioned the problem, "must be kept within 4 per cent of gross sales. We are already spending 4 per cent of gross sales with our present sales organization. If we doubled the expense, that would be 6 per cent even if we increased our sales 50 per cent the first year."

"I'll admit that you would need to sell the proposition to your board of directors," replied the executive who suggested the idea. "However, I have been working

on it, and I believe it is practicable.

"Your board is willing to invest in new buildings and equipment, and buildings surely cost money, and eat into the net profit on gross sales. Why wouldn't they be equally willing to invest in increased gross sales?"

"I happen to know that you have about 17,000 dealers, but that there are more than 39,000 all told to whom you ought to be selling. In other words, you have sold 17,000 dealers and have 22,000 whom you have not sold. I also happen to know that you have not sold all the best ones.

"If you told your board of directors that you could give them twice as much business if they would increase the factory and equipment to handle it, would they hesitate? Now suppose you told them that you needed to make a temporary investment in a duplicate sales organization to open up 17,000 new dealers, to double your business next year, wouldn't they listen?"

"They might, and then again they might not. I suspect that my board of directors would tell me that I should make my present men call on all those new customers, and if I said I couldn't do it, they would begin looking for a sales manager who could."

"But you say you have been trying to do just that. So have I, and so has Bill here, and Jones,

and every sales manager I know anything about. It simply can't be done. The type of man who is most successful calling on established dealers isn't much good for selling new accounts. Neither is the man who is best at selling new accounts apt to be much good when put on the routine job of going around and around in a circle calling on old customers."

"I agree with you on the difficulty of getting established-dealer men to give the proper attention to new accounts. I had a talk just the other day with the president and he told me I would have to solve that problem. But I'm up a tree. I've sales-bulletinized, and personal-letter-ized, and conventioned my men on that sales need till I don't know which way to turn, and yet my entire sales organization opened less than 1,000 new accounts last year, and lost 700 old ones."

"But you never will really solve the problem with sales bulletins, or personal letters, or even personal talks, much less sales conventions. I'm telling you that no one man ever can be made to take care of any considerable number of old customers and at the same time open many new accounts."

"But all the accounts we now have were opened that way! If these same men opened all these present accounts, why can't I get them interested enough to open still more new accounts? That is what my board of directors would say to me!"

NEW MAN FOR NEW TERRITORY

"That's easy again! Send a new salesman into a new territory, where you haven't any accounts, and he will have nothing at all to do but to call on new accounts. All the sales he makes must be made to new accounts. It's his only salvation."

"But keep that same salesman in that same territory for a year, and you will find that every single month he gives more and more of his time to call-backs on the customers he has sold, and less and less new calls on prospective dealers."

"When you go up against this problem, you are going up against human nature. You can't change human nature by any ordinary methods of sales management. It is human nature to take the line of least resistance."

"Last year, I made a tryout of another plan, thinking maybe I could beat human nature. I switched several of my men, and cut their territories and did not give them a list of the established customers in their territories. But before the year was out, each man had found nearly all of the old customers, and while they opened more new ones than they had opened in the old territory, they are now drifting back more and more to the old game of calling only on old customers. I could switch them again, and thus keep them ignorant of who the old customers are, but that is not safe."

"I can see that it wouldn't be. I imagine that you have had a great many old customers in those territories who have not been called on at all. No, that plan wouldn't work. Your new accounts would be at the expense of old customers—merely trading jack-knives."

"Have you tried that plan of yours?" the third sales manager asked.

"Only in a small way. We have one territory now where we have two salesmen, one specializing on new accounts, and the other calling only on old accounts, including those turned over by the new man. This one man has added 200 new accounts in the past year."

"Wow, what's wrong with that! I would say that on a line like yours, new accounts ought to equal close to \$1,000 of new business per account, not including the re-order business which the regular man will bring in. That should figure out about 4 per cent selling cost on initial orders, on a salary and expense allowance of \$8,000 for the salesman."

"No, we didn't do that well. This man cost us a shade over 6 per cent on his first-order sales. The older salesman, though, call-



A "NATIONAL" AGENCY *In the Truest Sense*

Each of the eight McCann Company offices is an advertising agency in itself, rendering full service to clients in its section, including analysis and study of the client's business, the preparation of plans, and the creation and placing of the advertising. Yet a client of one McCann Company office is a client of all, and each office cooperates with the others in (1) reporting on local marketing conditions, (2) keeping in touch with salesmen, branch houses and distributors, (3) making investigations in its territory and (4) preparing local advertising, if necessary.

This, we believe, makes the McCann Company a national advertising agency in the truest sense.

THE H. K. McCANN COMPANY *Advertising*

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

ing only on old accounts, gave us a 20 per cent increase for the year—a lot of it due to his re-sales to the new accounts—and that brought his own selling cost down to 3 per cent. The combined cost for the territory was just over $4\frac{1}{2}$ per cent, which is quite a bit to the bad. But I figure that this coming year we should cash in on that 200 extra dealers. We ought to get more business next year from these new dealers and there won't be any extra selling cost to charge against them."

"But you can't do that in all your territories. It would mess things all up. These men would be running into each other, and doubling back and forth on each other's tracks."

"If I can sell my board of directors, I'll not worry about little things like that. In fact, I plan to tell my men frankly that they are not to call on any new accounts. They must not try to sell anyone not already on their lists."

"I will tell the new men that they must not call on any old customers, and we'll furnish them a list of the dealers we are now selling—as well as a list of those we want to sell, and which our credit department has investigated and is willing to O.K."

COMPENSATION

"But how can you adjust the compensation plan? Your new account men can't work on the same compensation as the older men, or men calling on old accounts. New accounts are harder to sell, and take more time, which means more salary and more traveling expense."

"That is a thing I have been giving some thought to. Our older men, calling on old dealers, are on salary. These men know that their salaries are based on a 4 per cent salary-expense allowance. They know that if they keep sales high enough to be fifty times their salary and fifty times their expenses, they'll get a raise."

"I figured that the expense and salary allowance was unbalanced. I believe our men can save some on expenses. So we told this new

man when we started him out that his salary was based on $2\frac{1}{2}$ per cent of prospective sales—that if his sales went above forty times his salary, we would adjust his salary upward every three months."

"We fixed his traveling expenses at $1\frac{1}{2}$ per cent of sales, with an estimated allowance until the amount of sales could be used as a more definite basis. We told him that we expected him to live and travel within this allowance, but that we also expected him to live up to it, for we did not want him to look or feel second class."

"We figured that this man's sales would be somewhat less than the regular men were getting, and so his expenses would have to be considerably less to stay within $1\frac{1}{2}$ per cent, and yet we figured that if he were successful enough to earn his salary at $2\frac{1}{2}$ per cent, the expense allowance of $1\frac{1}{2}$ per cent on the same volume of business would enable him to live and travel in decency. And it has."

"The result is that this new man earns nearly as much as the established men are earning—that is, he has during the past few months. During the first few months, he did not keep within either his salary or expense allowance. That is why his total cost for the year went to 6 per cent."

"Then if you use this same man next year, you'll probably be able to keep his cost on new accounts within 4 per cent, and that will enable you to wipe out that excess of cost in that territory."

"Yes, but we'll probably have the same problem with each new man."

"You said, though, that your older man gave you a big increase in sales, thus running his cost down to 3 per cent. Of course you'll have to give him a raise, but why couldn't you change your basis for those old-dealer men?"

"I believe we can. It is a fact that by adding 200 new accounts to the older salesman's territory, we have made it easier for him to earn an increase. Also, by relieving him of calls on new customers, we have given him time to call on more old customers."

"But suppose that new man

When you consider
Brooklyn, demand
the circulation
figures for 6 months
ending Sept. 30, 1926.

What you want to
buy is present day
circulation.

The Standard Union
figures of Sept. 30
lead all others in
Brooklyn.

R. G. R. Hunsiman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

keeps on adding new accounts? Won't there be a limit to how many the older man can take care of?"

"Yes. As a matter of fact, the older man in that try-out territory right now has more than he can handle. We are cutting the territory almost in half for next year. That is, we have so many new accounts in this territory, that in order to give them proper attention, we'll need two salesmen to call on old accounts, and one to continue calling on new accounts."

"Won't he soon work himself out of a job on new accounts?"

"No, for we'll add adjoining territory as he sells new accounts in the old. If I can sell the idea to my board of directors, I plan to double my sales organization this year, putting a new-account man alongside every old-account man. By the end of another year, I figure that we'll need only about two-thirds as many new-account men, and nearly two-thirds more old-account men."

"All of the new-account men who develop toward the handling of old accounts, will be transferred next year, and more new-account men will be added to keep the organization up to the need. I figure that the number of new-account men will decrease each year, and the number of old-account men will increase each year."

"I wouldn't think you would need any new account men after the first year or two."

"Not if competition would disappear. But we figure that we have no particular advantage over the other manufacturers, except as we make it by extra work, or more effective work, and so we'll have to keep after the business. The old-account men are going to lose some accounts. The new account men will have to sell them all over again. So we'll always have plenty of work for the new-account men. In fact, I doubt if we will ever reach a point where we can't profitably use at least one new-account man for each four old-account men."

* * *

This conversation, I believe, un-

covers one of the biggest problems in sales management, and points the way to a method of solving it which will be at least suggestive. Of course, the most that can be done is to make an article of this kind suggestive.

I would not like to take the position of saying that the plan as suggested in the conversation I have quoted would exactly fit the need of any particular sales organization. I am not even sure that it will fit the need in my own sales organization, but it has given me a new angle on this big problem. My purpose in passing it along is that other sales managers may get just what I have got—a new angle on a big sales problem.

Since the biggest obstacle to carrying out a plan of this kind is the financing, if it be done on a large scale, I may be able to add a few suggestions in that direction.

If we assume a business like that mentioned early in the article, which has 17,000 dealers, and is gaining 1,000 a year and losing 700 a year, with 22,000 prospective dealers not sold, we have what might be called an opportunity.

Any sales manager may expect to find his board of directors immediately and genuinely interested in any proposal which has in it even a remote possibility of increasing the number of dealers, provided the plan has profit potentialities. A big factory building costs a lot of money, and we know that there is very little hesitation about putting up one of any size needed. An equal investment in the direction of adding new dealers—and thus increasing business—should not meet any greater resistance. If it does meet greater resistance, the reason likely will be that the proposition laid down by the sales manager is less tangible than that laid down by the factory manager.

Right there, it seems to me, is a lesson for any wideawake sales manager. Factory managers are apt to be more definite. They talk a language that is not mere theory. They lay down blueprints, and perspective drawings. To put it

(Continued on page 209)



Ought those who live within to know about your product?

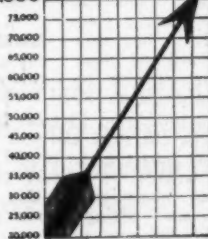
IS YOUR MARKET in the field of home building, equipment or decoration? If so, The House Beautiful will open this door to you, giving you an immediate, interested reception at the hands of the owner and his wife.

Eighty thousand and more homes like this, welcome The House Beautiful each month — and every issue responds to that welcome with timely contents in keeping with each season and month.

Twelve insertions will afford nearly one million copies of your display, surrounded by well-groomed company, delivered over the period of one year, to a clearly defined, home-lovers' market, at our advertising rate based on 80,000 circulation, net paid (A.B.C. figures) with a rebate-backed guarantee and a substantial excess.

If your market is in America's better class of homes, The House Beautiful eliminates waste circulation — shall we tell you more?

80,000



Growth of The House Beautiful

The HOUSE BEAUTIFUL

8 Arlington Street

Boston, Massachusetts

A Member of The Class Group

Another Way for Manufacturer and Chain Store to Sell Together

News of a Plan That Is Being Used by the Scranton Lace Company and the F. W. Woolworth Organization

HOW the manufacturer can take advantage of chain-store distribution to advertise merchandise which he sells through the chains, is indicated in a full-page advertisement on lace curtains carrying the name of F. W. Woolworth Co., that recently appeared in a national women's publication.

Over the Woolworth name, the advertisement presents a great variety of curtain nets. The name of the manufacturer is omitted, but the text tells the story to the consumer in a way that makes the manufacturer's name unnecessary.

This text, centered in a border of lace swatches and placed under a photograph of a lace-curtained dining-room, reads:

"The most practical and economical way to curtain your house is to buy nets by the yard and make up your curtains to the measurements of your windows. Go to your nearest Woolworth store and you will find there smart patterns and the newest weaves of curtain laces, nets and marquisettes, also the fringes and edgings that give them the finishing touch of distinction.

"Charming designs in scarfings, lace bandings, edgings and motifs have many attractive uses in the home."

Following the text is the Woolworth name, with "stores everywhere." The majority of the patterns illustrated are carried in

most all F. W. Woolworth Co. stores."

According to an executive of the Woolworth company, "This is not a first step in national advertising



CURTAIN NETS
of Enduring Beauty

There is no practical and economical way to curtain your house in so few ways by the yard and make up your curtains to the measurements of your windows. Go to your nearest Woolworth store and you will find there smart patterns and the newest weaves of curtain laces, nets and marquisettes, also the fringes and edgings that give them the finishing touch of distinction.

Charming designs in scarfings, lace bandings, edgings and motifs have many attractive uses in the home.

F. W. WOOLWORTH CO.
STORES EVERYWHERE
The majority of the patterns illustrated are carried in most all F. W. Woolworth Co. stores.

THE NAME OF THE MANUFACTURER DOES NOT APPEAR IN THIS ADVERTISEMENT OF THE SCRANTON LACE COMPANY

for our organization. But those items which might appear from time to time in advertisements of this kind represent products in which big volume is being done, and the advertisements are being carried by manufacturers on the assumption that they will increase future sales through our stores.

"This particular advertisement was used only after the entire matter had been carefully considered by the Woolworth company and included those items carried in the majority of our stores."

The Scranton Lace Company is

More Than One Half Million Wisconsin Readers Every Day

Topping 150,000 Daily and Sunday

IN SEPTEMBER The Milwaukee Journal broke all previous circulation records with a net paid average of 151,523 copies daily and 156,302 copies Sunday.

During the summer months Journal circulation showed a consistent increase over last year, reaching a new high mark in August and again in September.

These circulation gains are all "solid". In its 44 years of history, The Milwaukee Journal has never offered premiums to attract new readers or to retain old subscribers.

In this rich market The Milwaukee Journal is the preferred newspaper—the *only one* needed to build a maximum volume of business at the lowest possible advertising cost per sale.

THE MILWAUKEE JOURNAL

W FIRST BY MERIT *W*

Read by More Than Four Out of Five Milwaukee Families

the firm which advertised its curtain materials over the chain-store name.

This unusual method of reaching the consumer opens a new line of thought for the manufacturer who sells quantities of his product through chain groups. After years of pulling and tugging by national advertisers and chain organizations, there is an evident desire today for co-operation between the two. The subject is a live one. In **PRINTERS' INK** of October 14, F. L. Parsloe, sales manager of the H. C. Bohack Company, a large retail chain grocery organization, suggested a method by which these hitherto hostile forces could work together. This indirect method of advertising as used by the Scranton Lace Company and the Woolworth organization is another way to co-operate.

Payne, Burns & Smith Reorganized

The G. Logan Payne Company, publishers' representative, announces the purchase and reorganization of Payne, Burns & Smith, Inc., New York, and a change in the firm name from Payne, Burns & Smith, Inc., to the G. Logan Payne Company, effective November 1.

Egbert H. Spencer, for many years associated with John Glass, publishers' representative, and with metropolitan papers in various cities, becomes a general partner and has assumed active management of the New York and Boston offices. George D. Smith, the retiring partner, is leaving the publishers' representative business for another line of endeavor.

The officials of the G. Logan Payne Company, New York, are:

G. Logan Payne, George H. Payne, George J. Burns, Wm. A. Small, Jr., and Egbert H. Spencer.

Steamship Account for Baltimore Agency

The Merchants & Miners Transportation Company, operator of coastwise steamships, has placed its advertising account with the Baumgartner Advertising-Publicity Company, Baltimore. A campaign is being prepared which will use newspapers and direct mail.

Duesenberg Motors Account for Toledo Agency

The Duesenberg Motors Company, Indianapolis, has placed its advertising account with P. P. Willis, Inc., Toledo, Ohio, advertising agency.

Ice Cream Industry to Raise Advertising Fund

The national publicity committee of the Research Council of the Ice Cream Industry has formulated a program for the raising of a fund of \$250,000 a year, for three years, to be used for educational advertising purposes. C. G. Morris, of New Haven, Conn., is chairman of this committee.

The plan met with the approval of the ice cream industry at its recent convention at Detroit.

Manufacturers whose collective production of ice cream totals at least 75,000,000 gallons, must agree to support the educational program on a basis of one-third cents per gallon. At least \$250,000 is to be raised by this method or the campaign will not be conducted. If more than 75,000,000 gallons are represented, the pro rata rate will be reduced. Before the close of the convention approximately one-third of the required gallonage was signed up for three years, although no aggressive effort was made to get agreements.

Miller Rubber Appoints Lord & Thomas and Logan

The Miller Rubber Company, Akron, Ohio, has placed its advertising account with the Chicago office of Lord & Thomas and Logan. Magazines and newspapers will be used for tires and rubber sundries.

Copeland Refrigeration Account to Campbell-Ewald

The electric refrigeration advertising account of Copeland Products, Inc., Detroit, has been placed with the Campbell-Ewald Company, advertising agency also of Detroit. A campaign for 1927 is now being planned.

Made General Sales Manager of Autocar Company

Robert P. Page, Jr., district manager of New England for The Autocar Company, Ardmore, Pa., has been made general sales manager. He joined the Autocar organization in 1912.

Hammond Typewriter Account for Winsten & Sullivan

The Hammond Typewriter Company, New York, has appointed Winsten & Sullivan, Inc., New York advertising agency, to direct its advertising account.

Advanced by Milwaukee "Journal"

I. W. Maier, who has been with the advertising department of the Milwaukee Journal, has been appointed advertising manager.

Are you selling only half of Buffalo?

IN cities where the circulation of the two leading newspapers are practically equal, both papers should be used to obtain blanket coverage.

If you can use only one paper, however, let the Times carry your message to the people of Buffalo. It's big enough to do a job alone.

The best buy in Buffalo today, black and white or roto.

Daily and Sunday

BUFFALO TIMES

NORMAN E. MACK, Editor & Publisher

New York
Detroit

National Representatives
VERREE & CONKLIN, INC.

Chicago
San Francisco

A Chicago



THE CHICAGO

Firm Chicago

Member of The Group of

Advertisers

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
300 N. Michigan Ave.

Chicago Manufacturer Knows Chicago Papers

FITZPATRICK BROTHERS, manufacturers of Kitchen Klenzer and advertisers of long successful experience in Chicago, are among the advertisers who place from 50% to 100% of their total Chicago newspaper advertising in The Daily News.

For the first nine months of 1926, their advertising in The Daily News—placed by the Green, Fulton, Cunningham Company—was more than 54% of their total advertising in all Chicago newspapers combined.

The Daily News was selected by this company to bring before Chicago housewives a product for the home, because it is the newspaper which has been proved to reach most profitably the homes of Chicago.

AGODAILY NEWS

First Chicago

of The Group of American Cities

Advertising representatives:

AGO
& Kelly
Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First Nat'l Bank Bldg.



*Oklahoma Farmers
do not put all their
eggs in one basket*

Diversification Assures Oklahoma's Continued Prosperity

ON current business maps Oklahoma retains its leadership among the nation's most active markets.

Oklahoma's position is secure—neither decreased production nor a reduced price in any one or two crops can shake the prosperity of Oklahoma's farmers.

Not wheat, not corn, not cotton, no one of a dozen principal crops can claim credit for Oklahoma's 1926 prosperity. Diversification created Oklahoma's place in the nation's prosperity spotlight. Diversification is keeping Oklahoma there month after month.

This fall advertisers who seek business through the Oklahoma Farmer-Stockman, Oklahoma's *only* farm paper, will find their effort richly rewarded.

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

E. KATE SPECIAL ADVERTISING AGENCY

New York

Chicago

Detroit

Kansas City

Atlanta

San Francisco

"Where Do Advertisers Come From?"

An Answer from Notes Taken by Albert E. Haase of Random Remarks Made During a Luncheon Conversation

By William H. Johns

President, George Batten Company, Inc.

[EDITORIAL NOTE: Included in a group of men having lunch with Mr. Johns a short time ago was a certain banker. This banker had a bowing acquaintance with advertising agencies. That acquaintanceship had apparently filled him with a desire to learn as much as possible about the work and functions of an advertising agency. He seemed to be particularly interested in learning how advertising agencies unearthed new accounts. Whenever the occasion presented itself during the course of the luncheon he turned the conversation to that subject.

His questions were invariably answered in terms of examples by Mr. Johns. Names were always given. Broad generalities were avoided. These examples, not only because of the information they gave, but also because of the manner in which they were told, held the interest of the entire luncheon group.

It occurred to Mr. Haase, an associate editor of **PRINTERS' INK**, who was present at this luncheon that the remarks made by Mr. Johns would get the same attention from advertisers and advertising agents if set in print, if the spirit and style of the man who told them could be retained. For this reason he has written the following verbatim report of the examples Mr. Johns used to answer the banker's inquiries on: "Where Do Advertisers Come From?"]

YOU have heard, no doubt, of the Ostermoor Company. You probably think of them only as makers of mattresses. There was a time, however, when church cushions were their main business. They made a few mattresses then as a side product, sold mostly to institutions.

As a cub solicitor for George Batten, I called on the Ostermoor Company and succeeded in getting an order for copy—an inch in size

—that was to run in religious papers on their church cushions. I was interested more, however, in the mattress side of their business. The more I thought of that side of the business the more I came to



WILLIAM H. JOHNS

believe that they could develop it. Finally, I conceived the idea that the Ostermoor Company could sell mattresses by mail.

When I took the idea to the head of the business, Edwin A. Ames, I was laughed out of court. Eventually, I persuaded him to take a one-time half-page advertisement in *Munsey's Magazine* at a cost, as I recall it, of about \$250. I went ahead and prepared the copy and ordered the insertion.

A few days after the copy had

been written Mr. Ames telephoned: "I have been thinking over the matter of advertising mattresses," he said. "It seems to me that we are just wasting the money. Why don't you and Mrs. Johns come with me and Mrs. Ames to Atlantic City? We'll spend the \$250 there on a good time." After a little more conversation, I refused his invitation as politely as I could, and said I was going ahead. "All right," said Ames, "but I'll bet a new Knox hat that your copy won't sell even one mattress by mail."

Nothing further was heard from Mr. Ames until some weeks had passed when he telephoned me again. "Your hat's waiting for you at Knox." I hadn't seen the copy of the issue of *Munsey's* that carried the advertisement as yet, so I said, "Why should the hat be there for me, *Munsey's* isn't out yet?"

"Neither have I seen a copy of it" said Ames, "but there are twelve checks in the mail this morning. Go get the hat!"

That copy didn't stop with a return of twelve orders. It brought in so much business that it soon paid for the space several times over; for the product, for shipping expenses, and left a substantial profit in the hands of the Ostermoor Company.

That was the start of the Ostermoor mattress business—a business which later achieved a national store distribution and has spent millions of dollars for advertising.

* * *

I like cigars. As far back as I can remember as a smoker it seemed to me that there might be a special tooth-paste on the market for the smoker. I finally found it. It happened this way:

Back in 1905 I was in Geneva, N. Y., waiting for a train, with time on my hands. Walking around the town I came upon a drug store and went in. The German druggist had in stock a tooth-paste new to me called "Pebeco." After some conversation with him, I found out that the product was made in Germany and sold in this country by a house called Lehn & Fink.

I tried this tooth-paste and

found that it suited my idea of a "smoker's tooth-paste."

When I returned to New York, I got in touch with Lehn & Fink and through them with the manufacturer of the product in Germany. My interest in "Pebeco" was so great that after three years of work I was finally able to convince Lehn & Fink and the manufacturer jointly to underwrite a small advertising campaign. I have forgotten what the amount was. It was very small.

In the first copy published "Pebeco" was advertised as "The tooth-paste for the smoker," but the appeal was quickly widened. Pebeco is now owned by Lehn & Fink and manufactured here. The advertising has not been done by us for some time. As you know, we are now retained by Colgate.

* * *

This isn't the story of a new advertiser. It's a story of how a new slogan—that made a business a big advertiser—was created.

Some years ago the late Fred Johnson, the head of the Iver Johnson Arms and Cycle Works, whose New York office was located down at 99 Chambers Street, telephoned us. He wanted me to come down and see him.

When I got there, he asked me what I thought of an advertisement he was then running. The main part of that advertisement was a picture of two children playing in bed with a loaded revolver. The caption read "It's Safe." I told him I thought it was a dangerous advertisement.

"It's not true," I said.

He looked at me a minute and then pressed a button. At his order a boy brought in a revolver and a supply of cartridges. Fred Johnson loaded the revolver and threw it on the floor and kicked it around. I looked at him in amazement and wished that I had not come. He walked to the other end of his office and threw it across the room against a steel safe. As soon as he could recover it he threw it with all his force against the wooden ceiling of his office. The hair was standing on my head and the sweat was pouring down

my neck but he had been challenged and would not listen to my appeals that he quit. I was satisfied.

Taking an ordinary hammer off his desk, he picked up the revolver again, and placing the muzzle against his knee, struck several blows on the hammer of the revolver. When he had finished that demonstration he turned around to me and said, "Do you believe now that this revolver is safe?" "I do," I said, growing brave again, "if those aren't fake cartridges."

After a minute or so of silence, he said, "You're certainly skeptical. Come out in the shipping room, I think I can finally convince you." When we got out there he stood at some distance from a pile of several shipping cases and fired all of the five cartridges into the wooden boxes.

He wheeled around and facing me said, "Do you believe me now?" I told him I did, and then and there was born the slogan "Hammer the Hammer."

* * *

There was an interesting sequel to the demonstration Mr. Johnson made in his shipping room. A few minutes after the noise and excitement of the shooting had died down a clerk came running into the room. As soon as he could get his breath, he asked: "Where did you shoot, Mr. Johnson?" He was shown where the shots had been aimed. In a minute the clerk came back from the boxes with a suit-case in his hands. As he opened it, he explained that he had hidden the suit-case, packed with evening clothes, in one of those boxes. He had planned to get it shortly before quitting time and make an early start for a party. Three out of five of the bullets had riddled his dress suit.

* * *

It's a habit with me to be at the office early in the morning. One morning, many years ago, an unknown caller dropped in at 8:30.

He had come to New York from Cleveland to advertise a new product which he was putting on the market. He had been in correspondence with a competing agency. His train brought him into New

York in the early morning hours and as soon as he finished breakfast he called at the agency with which he had been in correspondence.

A scrubwoman greeted him and told him she did not think the man he asked for would be in until about his usual hour, 10:30.

Now, it so happened that he had related the reason for his visit to New York to a chance traveling companion he had picked up in the smoking compartment of his Pullman. This man, whose name I have never learned, told him that it would be a wise thing to see the Batten agency before he made a final decision on advertising. With this advice fresh in his mind and with spare time on his hands he decided he would walk a few doors to our office and see if we were open.

My caller was a small retail druggist. He informed me that he had never netted more than \$1,800 a year for himself in his life. After he told me this he said he wanted to spend \$5,000 on a new kind of face cream he was making. He did not have the \$5,000 but he had never failed to meet his obligations.

After I had heard him through I labored with him most of the day trying to convince him it would be unwise for him to advertise. I told him the market was full of creams and his money inadequate. I argued that I could see no novelty in his product. This roused him and soon he was doing the selling. Finally, he convinced me that the product was new, that it should be advertised and that we should do the advertising. He never went back to the other agency. That man was Fred W. Stecher, and the product was Pompeian Massage Cream.

* * *

There is a subsequent incident to this story, which, to me, fittingly illustrates the great faith and belief Stecher had in his product and in advertising. About two years after our first meeting Stecher was leaving the office of the Batten company. At the elevator door he met a Cleveland newspaper man. This Cleveland man,

surprised to see Stecher in New York, said "Hello, Fred, what are you doing here?"

Stecher proudly replied, "Oh, I just placed an order for \$100,000 worth of advertising."

"Gee," said the newspaper man, "if I had saved as much as \$100,000, I wouldn't spend it for advertising." To which remark, Stecher replied, "Neither would I"—which was probably true at that time.

That little incident, by the way, leads me to say that although Mr. Stecher had no ready money in sight for the \$5,000 of his first advertising campaign, there never has been a time from that very first day in our relationship with him, when his company failed to discount all bills. A million a year for advertising today causes no trepidation, but I remember the day when the initial \$5,000 caused two hearts to beat a little faster than usual.

T. L. Brantly, Advertising Manager, "Collier's"

Theodore L. Brantly, who has been Western Manager of *Collier's*, has been appointed advertising manager, with headquarters at New York. He succeeds John E. Williams, whose change of position is reported elsewhere in this issue. Mr. Brantly has been with *Collier's* for the last eleven years.

C. S. DeFord with The Lamson Company

C. S. DeFord has been appointed sales manager of the store division of The Lamson Company, Inc., Syracuse, N. Y., maker of automatic conveying systems, tube systems, etc. He was formerly Western sales manager of the Grand Rapids Show Case Company.

Returns to English Woolen Mills

Garhard A. Hanser has returned to the English Woolen Mills, Buffalo, N. Y., with which he was formerly associated, as sales and advertising manager. He had been with the General Advertising Agency, also of Buffalo.

Corset Account for Lyddon & Hanford

The Lay & Way Company, New York, manufacturer of Double Ve corsets, has placed its advertising account with the New York office of the Lyddon & Hanford Company, advertising agency.

Herbert S. Houston in Newspaper Color Advertising

Herbert S. Houston has been elected vice-president and director of the International Intaglio Corporation, New York, a corporation manufacturing rotary colored gravure presses. He will have charge of the work of developing color advertising for newspapers in which this company's presses are installed.

Mr. Houston was for many years a vice-president of Doubleday, Page & Company, joining the company at the time it was established. In his work for the Doubleday, Page organization he was associated with the introduction of the use of color in magazine advertising.

He has for many years been prominent in advertising club work, and was at one time president of the Associated Advertising Clubs of the World, predecessor of the present International Advertising Association.

In addition to his work as vice-president of the International Intaglio Corporation, Mr. Houston will continue to direct the Cosmos Newspaper Syndicate, which he established a short time ago and of which he is president.

Kingston, Ont., Papers to Consolidate

The Kingston, Ont., *Standard* has been purchased by H. B. Muir and a consolidation effected with the Kingston *Daily British Whig*, of which Rupert Davies is controlling owner. The two papers will be published separately until December 1, when they will be consolidated under a joint name. W. R. Givens is president of the company which has been formed to publish the consolidated papers. Mr. Davies is vice-president and H. B. Muir is managing director.

John D. Boyle, Inc., Advances H. C. Kiefer

Henry C. Kiefer, who joined John D. Boyle, Inc., New York advertising agency, last August, has been given complete charge of the art department of that agency. He formerly was art director of Donovan-Armstrong, Philadelphia advertising agency.

Fur Account for Porter-Eastman-Byrne

The McCullough & Tumbach Fur Company, St. Louis, has appointed the Porter-Eastman-Byrne Company, Chicago advertising agency, to direct its advertising account. Farm papers will be used.

D. S. Saqui with Peck Agency

Dave S. Saqui, formerly manufacturer of Jean Val Jean cigars, is now associated with the Peck Advertising Agency, Inc., New York.

Quality and Quantity

In a Single Medium

PHILADELPHIA'S newspaper advertising situation is unique in its appeal to the national advertiser, in that one newspaper—The Bulletin—offers both quality and quantity.

It is the favorite newspaper of that portion of the Philadelphia marketing area—third largest in the United States—which may be classed as quality and has just as strong a hold on the average citizen.

It is estimated that approximately 100,000 copies are delivered each day to the homes of the wealthier population, while nearly 450,000 copies go into the homes of the other citizens of this market.

Such a situation is perhaps not duplicated in any other American city and marks The Bulletin as the outstanding newspaper for reaching not only the wealthy but "nearly everybody" in Philadelphia, Camden as well.

The Bulletin enjoys the confidence of its readers to an unprecedented extent. In the radius of its circulation—the largest in Philadelphia and the third largest in the U. S.—over 3,000,000 persons reside. U. S. Census averages 4.5 to a family. No other newspaper offers such complete coverage and domination at one minimum cost.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid daily average circulation for six months ending September 30, 1926



535,096

 copies

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit...C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco...Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.
(Copyright 1926, Bulletin Company)

HOW DUCO won the New York Market with the EVENING JOURNAL



**Three months' quota achieved
in three weeks by exclusive
use of this great newspaper**

When the Du Pont Company brought out its wonderful new paint product—Duco—in cans for home use, they began in the right way, by selecting the right market. They could not afford to have any lost motion or wasted effort. Paint, particularly a new brand of paint, is hard to sell. It runs into money; the dealer has to carry a complete stock of colors and sizes. So they launched their campaign in the New York Market, with its 9,000,000 consumers—the richest trading area in the world.


Having selected the right market, Du Pont next choose the one best method of winning it. By availing themselves of the advertising columns of the *New York Evening Journal*, and the specialized knowledge of the *Evening Journal* Merchandising Department, the Du Pont Company reached at one stroke not only the buying public, but the extensive list of metropolitan dealers. By means of the *New York Evening Journal*, an unobstructed channel was at once established for the flow of Duco from the Du Pont factories into hundreds of thousands of New York homes.

This was not a haphazard selection, the fruit of chance or good luck. Du Pont knew that the *Evening Journal* had the greatest evening paper circulation in America that by going every night into 700,000 homes, it reached 3,000,000 of the 9,000,000 consumers in the New York Market! And Du Pont knew that the *Evening Journal* Merchandising Department, with its background of 695 successful campaigns, was supremely well qualified to offer expert counsel and co-operation in winning this tremendous market.

The campaign opened with full page advertisements, both in color and black-and-white, in the *New York Evening Journal*. At the same time, the field men of the *Evening Journal* started an intensive drive upon prospective dealers, pioneering, breaking down sales-resistance and paving the way for the Du Pont salesmen, who followed in their footsteps.

The results were phenomenal. After three weeks, more Duco had been sold than the Du Pont Company thought could be disposed of in three months! Many dealer stocks were cleaned out again and again. In less than thirty days, the brand-new product was solidly established in the New York Market.

What the *New York Evening Journal* has done for Duco, it


E. I. DU PONT DE NEMOURS & COMPANY
 Incorporated
 WILMINGTON, DELAWARE
 ADVERTISING DEPARTMENT

September 1, 1926

New York Evening Journal
 2 Columbus Circle, New York City

Gentlemen:
 Duco for Handy Home Uses secured such uniform and intensive distribution in the New York Metropolitan Market and the repeat business has been so gratifying that we are glad to authorize another dominating campaign for this fall in the New York Evening Journal exclusively.

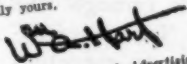
Because of the demand on the part of the buying public, we recently announced Duco Stains—Mahogany, Walnut, Light Oak, Dark Oak. In addition, we have made available six new roguish shades of Duco that were selected by a group of interior decorators and women editors.

These new colors and stains are meeting with the same quick acceptance that were accorded Duco when it was first made available to be brushed on at home.

People are certainly more conscious of color than ever before; we see it on every side—in interior decorations, furniture and automobiles. That we recognize this important trend is shown in our own continued use of color pages in your publication.

We feel that the effect of these pages on the trade, as merchandised with your intelligent co-operation, has been a big factor in the continued success of the Duco campaign.

Very truly yours,



Director of Advertising

to for you. It offers a broad, smooth path to the heart of a market which is small in area but immensely wealthy, highly organized,

yet easy to cover—a market where merchandise can be turned into cash *quickly*—the greatest, richest market in the world!

**CIRCULATION FOR SIX MONTHS ENDING
 SEPTEMBER 30th, 677,844 DAILY, NET PAID**

A daily gain of 42,039 over the same period last year.

NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation
 . . . and at 3c a copy daily, 5c Saturday*

New York Office: 2 COLUMBUS CIRCLE, New York City

Chicago Office

Detroit Office

3 Hearst Building, Chicago, Ill.

General Motors Bldg., Detroit, Mich.

Over 350,000 Sunday Circulation

*A Greater Sunday Circulation
Than Has Ever Before Been
Available In Michigan*

With more than 350,000 Sunday circulation available through The Detroit News, advertisers have the opportunity to reach practically every English speaking home in Detroit and suburbs and at the same time a great population in the rest of the state. Of this great circulation 82% is concentrated in the local trading area where more than 50% of Michigan's assessed valuation is located.

This is the area of intense interest to the manufacturer for here are the points of distribution, the network of good roads leading from rural community to town and city and the sphere of greatest selling efficiency. Aid your selling force in Michigan by supporting it with Sunday News advertising that reaches the bulk of Michigan's population at a time when there is the most leisure for reading.

The Detroit News

The HOME Newspaper

Greatest Circulation in Michigan Week-Days or Sundays

Users of Direct Mail Tell How It Works

Charles R. Wiers Elected President of Direct Mail Advertising Association for Third Time at Detroit Convention

THE ninth annual convention of the Direct Mail Advertising Association was held in Detroit, October 20, 21 and 22. More than 1,600 delegates attended the sessions, at which a wide range of sales promotion problems and their solutions was discussed. Several times that number of spectators visited the four advertising exhibits held in conjunction with the three-day program.

The convention was of unusual interest to local and national advertisers for a number of reasons. For one thing, the trend of discussion centered on sales and sales promotion and not on any one medium, although direct mail naturally occupied the foreground.

It has been the aim of the association in recent years to make its annual gathering of growing interest and profit to those who use direct mail to sell their goods. Without slighting what might be termed the direct-mail industry, an effort had been put forward to interest the man who has a marketing problem that the industry, made up of counselors and producers of booklets and other mailing pieces, can help solve.

That, in a few words, is why the big majority of speakers on the program were advertisers who are using direct mail rather than those who are concerned primarily with its production. What they said possesses an interest for other sales executives, for the reason that they talked about their experiences and practical results rather than ideas.

Several years' experience with direct-mail campaigns that reach 1,500,000 prospective buyers of automobiles have convinced the Willys-Overland Company that the good mailing piece is successful to a high degree in isolating the buyer. L. G. Peed, sales manager of Willys-Overland, told the convention. By "isolating the buyer"

Mr. Peed explained that he meant appealing to him and getting his attention with a minimum of competition from other advertisements.

"Ten years ago we thought we were making an intensive bid for the buyer's attention," he said. "We thought we were pretty close to the limit in intensity then, but competition for his attention has kept on increasing. The thing we are looking for now is some medium that will isolate the buyer from the competition of other advertisements."

"Willys-Overland mail campaigns go to 1,500,000 names twice a month. It is compulsory for our dealers to use and pay part of the cost of them. We want each dealer, by means of house-to-house calling, to make up and give us a list of his prospects, but if he does not do so we compile the list ourselves. The size of each dealer's list of names depends directly on the number of cars called for in his contract with us."

Mr. Peed then told of displaying copy his company uses every other week in periodical space. The mailing pieces parallel this design. The copy is along the same general lines and the art-work follows that of the publication advertising. The mailing pieces are timed to reach prospects on the same day that the periodical goes on sale. Each dealer has in his possession a copy of the mailing list being used in his behalf, and his men are taught to call on the individuals who compose this list.

BRINGING DEAD PROSPECTS TO LIFE

Direct advertising will not always produce immediate results, but it will frequently turn prospects, classified as dead by the salesman, into buyers in many cases when the advertiser keeps at it persistently. E. D. Gibbs, advertising manager of the National Cash Register Company, cited a

list of outstanding proofs of this in his talk on "Using the Mails to Help Sales."

Mr. Gibbs showed how an advertiser can go about getting his salesmen to use and support direct-mail advertising. To do this he had a half-dozen cash register salesmen sit on the stage facing the convention delegates while he talked advertising to them, stressing his main points by setting them down graphically on a blackboard which he used. All that delegates to the convention did was listen in as Mr. Gibbs addressed himself to these salesmen and answered their questions. It was one of the high-spot talks of the convention.

"Not one of the 180 pieces of advertising that we ask you to mail customers is designed to sell cash registers," he told his salesmen. "They are designed only to make the prospect mellow. Understand that direct mail is never offered you as a substitute for personal salesmanship. It is merely something to help multiply the effect of the efforts you make."

He urged each salesman to make up his own small list of prospects and send a few pieces each day. When they precede the salesman's call they break the ice for him, he pointed out. When they are sent after the call, they help remind the prospect of all that has taken place while the salesman was with him.

In marketing a commodity or a service under highly competitive conditions it is inevitable that the sales force should come in for much criticism, the character and extent of which depend on the results achieved. Nevertheless, 75 per cent of the burden of successful sales performance rests squarely on the management, A. B. McCallister, of Young & McCallister, Los Angeles, declared. "Every mistake that the management makes is three times as costly as that made by a salesman," he continued.

Mr. McCallister talked about "Today's Responsibility for Selling." He listed six points which sales executives should watch. These are:

(1) The management must put a selling idea in the product.

(2) It must open up territories and uncover leads for salesmen. Cold turkey selling is one of the hardest jobs any salesman can be called on to perform.

(3) The management must advertise the product.

(4) Remember that the sales force is as amenable to advertising as the prospect. It helps keep them from going stale.

(5) Direct advertising should be used to back up the salesman.

(6) The responsibility for selling is subjective as well as objective. Selling is not a part of business. It is business. Everyone in the organization should be shown an opportunity to help sell.

"Direct advertising has been a sort of orphan," Mr. McCallister said. "Now it is coming into its own. Old-fashioned 'printed matter' was characterized principally by the single thought of cheapness. Modern direct advertising is being dominated by intelligence."

Largely by recognizing direct advertising as a specific medium with a technique of its own, the Missouri Pacific Railroad has been successful in increasing the volume of its passenger traffic between St. Louis and Kansas City. J. L. Fisk, assistant general passenger agent of this road, described in detail the campaign recently carried on, and said that individual selling effect, not coverage, should be the aim in direct mail. "Our direct mail is not sent to lists, it is sent to a select number of very much alive human beings, each of whom is an individual and the center of his own universe," Mr. Fisk pointed out. "I remember a mailing, and it was not cheap literature either, that we sent to every single name in the telephone books of St. Louis and Kansas City. At the time, we thought the stunt would give us a pretty good edge on competition. Then we discovered that if we could concentrate our advertising on the people who actually traveled between these two points instead of trying to reach everybody in St. Louis, Kansas City and the surrounding territory, we would eliminate more than 99 per cent of the list. About one-half of 1 per cent of the people of these cities composed the total travel between these points.

"Direct mail as a means of sell-

the third generation

THE grandmothers of the present generation of Indianapolis housewives read *The News* carefully before making even minor purchases. The mothers, too. Today's housewife doesn't dare (at risk of her reputation for thrift and good management) to buy without first consulting *The News* to know *where to buy* and *how much to pay*. Reading *The News* first is an ingrained habit, three generations in the making. *The News* is the *one* complete buying guide. Its *indispensability* to the advertiser comes from its *indispensability first* to the consumer.



The *News* is by invitation exclusive Indianapolis member, The 100,000 Group of American Cities.

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

ing fits in between general advertising and the personal solicitation. The principal thing to be considered is the individual reaction of the recipient to each single and separate piece mailed. We do not think primarily in terms of coverage or in cost per piece per reader. We think in terms of individual selling effect. To be effective a direct-mail campaign should be analyzed. We used the following points as a yardstick in our recent campaign: (1) Purpose. (2) Who are the best prospects? (3) What will persuade these prospects? (4) Analysis of prospects. (5) Analysis of appeals for day travel, for night travel and for both day and night. (6) The sales messages themselves."

A hint of what alert-minded retailers want in the way of direct advertising material and dealer helps was contained in an address by R. A. Chandler of The Chandler Hardware Company of Sylva, Ohio. Mr. Chandler's town is only a few miles from Toledo, but he does a business that will total \$400,000 this year, he said. Ninety per cent of the sales made are to farmers, and 65 per cent of this company's advertising goes for direct mail.

WHY DEALERS DON'T ADVERTISE

"It is becoming more and more difficult for the retailer to show a reasonable net profit each year," Mr. Chandler said. "For that reason he should advertise more. Most dealers fail to advertise for two reasons. They are lazy or they are afraid. We have six salesmen working outside of our store all the time. They obtain the names of prospects for various kinds of merchandise, and we forward these names to the manufacturers of what they want and ask that catalogs be sent to the prospective buyers.

"We need and always want material from manufacturers that can be used as package enclosures. Not a package goes out of our store without some sort of enclosure in it advertising merchandise that we carry. But we want our name prominent on this. The man-

ufacturer cannot continue to sell unless the dealer sells. Consequently, the dealer's name ought to be set in type that the customer can read easily. Lately, we have insisted on imprinting all the material from manufacturers that we use."

It has been brought out that the 1926 convention of the Direct Mail Advertising Association was a convention in which users of direct mail figured more prominently than producers. Paradoxically, the talk which made the deepest impression on the convention came from an advertising agency man. Furthermore, it applied to magazine and newspaper copy perhaps even more than to direct mail. This was "The Tone of Voice in Copy," by G. W. Freeman, of Doremus & Company, New York.

"Spoken words can be modified by the tone of voice used," Mr. Freeman said. "Not so much can be done with written words. Bold face type and italics and you are done. In writing copy you must depend on different words to arrive at the equivalent of voice inflection. Words are the tools that the copy writer must use.

"The tone of voice in copy is what we call literary style. Nouns are name words and verbs are action words, as we all know. As for adjectives, remember that a single rich adjective will lend color to and change entirely an otherwise drab sentence. Don't be afraid of adjectives; they never bit anyone. Likewise, don't be afraid of adverbs. Don't worry about the use of the well-worn word, but avoid as you would avoid a rattlesnake in the road the well-worn phrase.

"We all like alliteration. Do you recall the headline 'Montreal or Miami—It's All the Same to a Marmon'? Suppose the copy writer had written it: 'Palm Beach or Quebec—It's All the Same to a Marmon.' Not quite the same, is it?"

Alliteration is bred in the bone of English-speaking people, Mr. Freeman said. It is natural for us to like it, but sometimes we like

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See This Advertisement in
Vogue
Issue October 15th, 1926
MARSHALL FIELD & COMPANY
Sole Distributors of Lanchère Blue Rose Toilet Preparations
CHICAGO - NEW YORK

Reprinted from Toilet Requisites for October, 1926

An exclusive campaign in VOGUE

One of the Condé Nast Group
All members of the Audit Bureau of Circulations

BOSTON is as most people



Business Boston is a
wheel—not merely a
hub.



Brookline, practically a part of Boston! Nearly surrounded by Boston! Look at the Brookline! It is an attractive town of 42,631 people or more than 9,000 families. The large majority are well-to-do, and more than 90% of them read the Herald-Traveler.



Advertising Representative
George A. McDevitt Co.
250 Park Avenue
New York City

is three times as big blethink it is

To think of Boston as the size shown on the official map is a mistake. In reality, it is three times as big. Brookline is Boston, as are the other 39 towns and municipalities which closely surround Boston.

There are more people per square mile in Business Boston than in any other city in the United States, New York excepted. Nearly two million of them live within a half hour ride—within a radius of fifteen miles. Another million live within an hour's ride of the center of the city.

A strange situation

But Business Boston is divided into two great population groups. These groups differ so sharply in sentiment, tradition and origin that no single newspaper can appeal successfully to both groups.

To sell to both of these population divisions, at least two newspapers must be used—the Herald-Traveler and one of the other three leading papers. For three of the four major newspapers in Boston appeal to one group, while the other group is covered by the Herald-Traveler only.

Let us tell you more about the unique situation. Send today for our booklet, "Business Boston."

BOSTON HERALD-TRAVELER



914 Peoples Gas
Building,
Chicago, Ill.

For five years the
Herald-Traveler has been
first in National Advertis-
ing, including all Finan-
cial Advertising, among
Boston daily newspapers.

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traveler.

Representative
to Devitt Co.
Avenue,
New York City

"Youth loosens the purse-strings"

With these words,—“Youth loosens the purse-strings of America”—the American Legion Monthly begins its message to advertisers in last week's Printers' Ink.

Another instance of the growing recognition of the importance of child-appeal in sales promotion.

There are now available copies of story booklets we have created for national advertisers. Write us for samples and details.

Charles Francis Press

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

to get away from it. In headlines, alliteration is good copy, but don't put it in the text of an advertisement. For some reason it sounds forced or Smart Aleck there. The place of rhyme is only in a slogan, and once in a reader's head the rhymed slogan is there to stay. Like alliteration, rhyme has no place in the body of an advertisement.

SOME ENDINGS TO AVOID

"If you want your copy to give pleasure and read smoothly, avoid words ending in 'ob,' 'ug,' 'ut' and 'ub,'" Mr. Freeman continued. "Few pleasant-sounding words end in these letters. Remember that 't' and 'r' run together and make for hard reading. The best passages of Shakespeare have certain letters in them, for example, 'p,' 'r' and 'f.' We like words beginning with those letters. 'S' is the symbol of motion. Think of swift, swing, swept, spun, sprang, supple and snap. Other things that affect the tone of voice in copy are contrast, parallel sentence structure to make the thought stand out sharper, the addition of words to add emphasis and weight to a statement, short sentences for clarity."

As a means of improving copy Mr. Freeman suggested that the writer put off writing as long as possible. Get the ideas well in mind and let them soak. Then, when you are ready, write as fast as you can, he advised. Then set the copy aside to steep. Bring it back. Go over it. Read it aloud. Cut it down. Revise it, and when you have finished you have made a good start toward acquiring a style.

When the copy is right and the list is carefully made up, direct mail will reach any man, no matter how big he is, Ben J. Sweetland, of Sweetland Advertising, Inc., New York, said. He told how yachts selling from \$50,000 to \$500,000 had been successfully merchandised by direct mail. Henry J. Gielow, Inc., yacht designers and brokers of New York, compiled a list of sixty-three wealthy men in 1925 and sent them a broadside

showing views of the yacht *Athero*. The yacht was offered at \$100,000.

Fifty-two replies were received from one mailing. Within nine days after the broadsides had been mailed, a check had been received, and nineteen contracts were obtained, in addition, for specially designed yachts. A portfolio of photographs sent to a list of 1,800 prospects sold a \$75,000 house boat in six days, besides securing twenty-six contracts.

At the business session of the convention, Charles R. Wiers of Boston was elected president of the association for the third consecutive term. Percy G. Cherry, *Might Directories, Ltd.*, Toronto, was re-elected vice-president, and Edward A. Collins, *National Surety Company*, New York, was elected a vice-president. Three new members were elected to the Board of Governors. These are W. R. Ewald, *Campbell-Ewald Company*, Detroit; Tim Thrift, *American Sales Book Corporation*, Elmira, N. Y.; and George W. Ward, *D. L. Ward Paper Company*, Philadelphia. Elmer John Roeper, *Postage*, New York, was re-elected to the board. The following members hold over: Homer J. Buckley, Charles R. Wiers, Harry B. Kirtland, A. B. McCallister, Edward A. Collins and Percy G. Cherry.

Joseph Meadon, president of the Franklin Press, Detroit, one of the retiring directors, was elected a life member of the association. He and Homer J. Buckley of Chicago are the only men ever honored in this way, Mr. Buckley being elected to life membership at the Cleveland convention of the association eight years ago.

GAIN IN MEMBERSHIP

The association reported a gain in membership during the last year bringing it practically to the 1,200 mark.

Trophy awards at the convention were as follows:

For the most noteworthy accomplishment of the year in direct-mail advertising—a cup donated by the Mail Bag Publishing Com-

pany, awarded to the Langley Cleaning & Dyeing Company, Toronto.

For the best designed and developed specimen of printed sales literature produced during 1926, containing two or more folds and including eight pages or more—a plaque donated by the Cleveland Folding Machine Company, awarded to the Sunstrand Adding Machine Company, Rockford, Ill.

For the most distinctive and efficient form letter campaign produced and used during the year ending September 30, 1926—a cup donated by the American Multi-graph Sales Company, awarded to the Campbell-Ewald Company for the campaign produced for the Kreider Rotzel Company, Youngstown, Ohio.

For the most noteworthy accomplishment during the past year by a woman engaged in printed salesmanship, entirely by direct mail or only in part—a cup donated by the publishers of *Printed Salesmanship*, awarded to Miss Alice Roche, Louis F. Paret Agency, insurance, Camden, N. J.

The J. L. Hudson Company Trophy, for the department store or individual submitting the most productive piece or campaign of department store direct advertising used in retail store sales promotion during the year ending September 30, 1926—awarded to Abraham & Straus, Brooklyn, N. Y.

A bronze cup donated by *The Masonic News*, Detroit, to the exhibitor at the Detroit convention having the most effective exhibit—awarded to the Addressograph Company, Chicago.

The 1927 convention of the Direct Mail Advertising Association will be held October 19, 20 and 21 at Chicago.

Coffee Account to Columbus Agency

The Ohio Valley Coffee Company, Portsmouth, Ohio, has appointed the Robbins & Pearson Company, Columbus, Ohio, advertising agency, to direct its advertising account. Newspapers in Ohio, Indiana, Kentucky, Virginia and West Virginia will be used in a campaign on Sorority and Big San Coffees.

A. H. Deute Resigns from Borden Company

Arthur H. Deute has resigned as general sales manager of The Borden Company, New York, condensed milk, malted milk, etc. He has been associated with the Borden Company for close to six years, joining it as advertising manager in 1921 and becoming general sales manager a year later.

Before becoming part of the Borden organization, Mr. Deute was sales manager of the Vogan Candy Company, Portland, Oreg. Later he was associated with R. M. Wade & Company, makers of agricultural machinery, in a similar capacity.

Since 1918 Mr. Deute has been a frequent contributor to the *PRINTERS' INK* Publications.

In a letter to his associates, announcing his resignation, Mr. Deute explains that he has always wanted to devote all his time to writing. He has purchased an old stone house in the hills back of Morristown, N. J., to which he will retire.

"I've always felt that it would be a desirable thing to retire before one is forty and have time to do the kind of work one wants most to do," Mr. Deute writes the salesmen on his staff. "For many years my spare time has been devoted to writing and now I hope to make it more than a spare time occupation. I hope to have the old stone house fixed up and to be living in it by spring. And you may be sure I shall always be glad to see you there."

John E. Williams Joins Executive Staff of Toledo Agency

John E. Williams, who has been associated with *Collier's*, New York, for more than twenty years, has resigned as advertising manager to become executive vice-president of the United States Advertising Corporation, Toledo, Ohio. He had been advertising manager for the last nine years. Previous to that time he had been Western manager at Chicago.

Radio Account for Bailey, Walker & Tuttle

The Reichmann Company, Chicago, manufacturer of radios and radio accessories, has placed its advertising account with Bailey, Walker & Tuttle, Inc., advertising agency of that city. Newspapers are being used.

Automotive Paper for Brazil

The first issue of *AutoMundo*, an automotive business paper, will be published at Rio de Janeiro, Brazil, in December, by G. W. Stamm, who formerly published the *Modern Beauty Shop*, Chicago. H. F. Lewis will be New York manager and John D. Ross will be Chicago manager.

Make No Mistake About This!

The Evening American is
the first buy in Chicago's
evening paper field.

Why?

Because it leads the second
evening paper by more
than 130,000 in daily aver-
age net-paid circulation*
and goes into more homes
in Chicago than any other
daily paper.

CHICAGO AMERICAN

A good newspaper

**[* Sworn statements for six-month period ending
September 30th, 1926, give the Evening American
a daily average net-paid circulation of 525,771
as against 395,254 for the second evening paper]**

Royal Brings Court Action against the Trade Commission

The Commission Is Required to Produce in Court the Full Record of the Royal Baking Powder Case

AN order requiring the Federal Trade Commission to produce in court the full record of its case against the Royal Baking Powder Company has been issued by the Supreme Court of the District of Columbia, according to a statement issued last week by a representative of the Royal company in Washington. This is expected to stop all further proceedings by the Commission in its action against the Royal company, pending a judicial review of the Commission's procedure and the legality of the orders entered therein, as the statement explains, and then continues:

"The writ, issued by Chief Justice Walter I. McCoy, came in an action against the Commission and Commissioners Hunt, Humphrey, Myers and Nugent individually, charging 'irregular, improper and unlawful acts' in the prosecution of the Commission's action against the Royal company. The Commission is required, by the terms of the order, to certify to the court the entire record in the action instituted against the Royal in 1920 and formally dismissed on March 23, 1926, together with the record of subsequent proceedings in which the order of dismissal was vacated in part and present proceedings seeking to set aside the dismissal in full."

The Royal company's petition in the case charges that the course of the Commission, and of the individual Commissioners named, is doing incalculable and irreparable injury to the petitioner's business, and is greatly "in the interest of the petitioner's alum-using competitors." Furthermore, and still according to the statement mentioned, the petition alleges that the "irregular, improper and unlawful acts" of the Commission are as follows:

Ex-parte conferences concerning said action with agents and representatives

of rival and competing baking powder manufacturers.

Failure to notify or to serve upon counsel for the Royal company petitions, affidavits, exhibits and other material submitted to the Commission by such rival and competing companies.

Open participation by officers and counsel of competing companies in the prosecution of the motion to vacate the order of dismissal, extending even to the extent of permitting oral arguments by counsel for rival companies.

Maintenance of a secret and confidential file, containing petitions and allegations by rival concerns, the contents of which have been withheld from counsel for the Royal, and

An attempt to retain as secret and confidential the report of the Trial Examiner, Edward M. Averill, which found favorably for the Royal on the important issues of the original action, particularly with respect to the use of alum on the wholesomeness and taste of breadstuffs.

Joins Northern Engineering Works

Evan J. Parker has been placed in charge of the sales promotion division of the Northern Engineering Works, Detroit, manufacturer of Northern cranes, hoists and other machinery. He was formerly with the Morgan Engineering Works, Alliance, Ohio.

Stewart-Warner Reports Profit

The Stewart-Warner Speedometer Corporation, Chicago, automobile accessories and radio equipment, reports net profits of \$4,808,346, after charges, for the first nine months of 1926. This compares with \$5,373,336 for the corresponding period of 1925.

F. H. Peters with Conover Company

F. H. Peters, recently with the Phil Gordon Agency, Chicago, has joined The Conover Company, manufacturer of the Conover electric dishwasher, also of Chicago, as sales promotion manager.

R. C. Hay Leaves Rice & Hutchins

Richard C. Hay has resigned as general sales manager of Rice & Hutchins, Inc., Boston, and for the present will be engaged in completing his book on "Fundamentals of Sales Management."

Not Copy!

THE door to the treasury officer's sanctum swung on well-oiled hinges. The treasury officer, himself, emerged, walked swiftly down the corridor. Entering the Advertising Department, he smiled!

"I thought I had seen the end of sensational advertising achievements in this shop," he chuckled. "Where in the name of printers' ink did you get your new copy idea?"

The adman looked puzzled, then laughed. "You've just received the new Result statement? Well, that didn't come from any new copy idea. We've used nothing but the standard copy familiar to you.

"What we did, was to place that standard copy before 2,000,000 people who had never seen it before!"

No wonder that Result statement was such as to cause the International Correspondence Schools to spend more money in True Story in 1926 than in any other magazine!

A new market? It hardly seems possible! Yet before True Story's sincere simplicity won them, there

104.



Salary Increased from \$112 to \$400 a Month

This I.C.S. man, to Cost Accounting was of great practical help in enabling me to launch a cost system for a plant having numerous scattered operations. It also helped me to get my I.C.S. degree from a business school and in preparation for the C.P.A. examination. My salary was \$112 a month when I married. It is now \$400 a month, with a generous allowance for traveling expenses.

That's a true story of what correspondence study has done for just one man. There are thousands of others. Why don't you take up a correspondence course with the International Correspondence Schools and receive payment to such some money? You can do it if you really like.

It doesn't cost you a penny or dilute you in any way to get the full details. But that you simply take one will bring you information that will help you to get out of the rat and make good in a big way.

Mail the Coupon for Free Booklet

Fill out and mail this coupon to the International Correspondence Schools, 1000 North 10th Street, Philadelphia, Pa. 19107. I am entitled to the booklet and report on correspondence study in the world.

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____
 ZIP _____

True Story

True Story

True Story

True Story

True Story

True Story

True Story

True Story

were 2,000,000 living, eating, buying men and women to whom the art of Homer and Hergesheimer was practically unknown. 2,000,000 purchasers of education, food, shelter, clothing who have been meeting in True Story magazine advertising for the first time in their lives.

What advertiser would not expect unusual results from copy placed before a new market of men and women who had never seen it before?

And when that new market is 2,000,000 strong—as big as the buying population of HALF the area of another U. S. the total of those results will bring any treasury officer to the adman's desk with a smile upon his face!

Have you studied the current issue of this new day magazine? Just mail the strip below for it.

MORE PEOPLE PAY MORE MONEY FOR TRUE STORY AT THE NEWSSTANDS, THAN FOR ANY OTHER MAGAZINE IN THE WORLD

True Story

the NEW market

1926 Broadway, N. Y. C.

"At Home" 7

Week-days and Sundays—every day—Baltimore receives the Sunpapers "at home."

The Sunpapers are not casual visitors—dropping in only occasionally or on special occasions. They're invited guests, with a permanent invitation in the form of an order to a Sun Carrier to deliver them regularly. The larger part of the circulation of the Sunpapers is delivered by Sun Carriers—straight to the home where they will be read.

In the homes of Baltimore, the arrival of the Sunpapers—morning, evening and Sunday—is an eagerly

Days a Week

awaited event. The assured welcome which awaits the Sunpapers extends to their advertising columns. Are you being introduced to Baltimore under such favorable auspices?

Average Net Paid Circulation for Month
of September, 1926

Daily (M. & E.) 246,171

Sunday - - - 189,672

Gain of 11,619 Daily and 6,614 Sunday
over September, 1925

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

somewhere
we came across
the phrase
“enlightened selfishness”
—which is
a good expression
of our reason for saying
that we cannot
“cover” the Greater
Detroit Market
without some local help
—we want
the advertiser to
succeed—so he will
have more money to
spend in the
Detroit Times

Does the Phonograph Need a New Copy Appeal?

Sonora's Thoughts on Phonograph Copy

By F. W. Schnirring

Advertising Manager, Sonora Phonograph Company

AN operatic star of a silvery and pleasing voice, said not long ago that there was a time when a single recording would pay the rent for a Park Avenue apartment in New York. But now, she continued, those royalties won't even pay the garage rent. What she says is true, and it is true despite the fact that phonographs are being sold at a unit price that is higher than ever in the history of the phonograph industry. The records that are being bought for those expensive instruments are the lowest in price in the history of the industry. People are buying the popular-priced dance records and not the recordings of operatic stars.

In the days when the royalties on a single recording paid the rent of a Park Avenue apartment for an operatic star, the phonograph was a novelty. As a novelty it was easy to sell. People were thinking about phonographs, talking about phonographs. Everyone wanted one. The question was: "Which one should I buy?"

This condition made the matter of advertising and selling phonographs a comparatively simple problem. All phonograph copy resolved itself into saying: "Buy this phonograph because it has such and such features." "Buy this record because it brings you, in better form than

any other instrument wonderful classical works, great orchestrations and the voices of famous artists." The advertising message was on the product itself.

When the phonograph lost its



For enchanted
hours together

Sonora
CLEAR AS A BELL

RADIOS - PHONOGRAPHS



It's in her home where he plans his

A SONORA STORE DISPLAY CARD WHICH USES MARRIAGE
AS A THEME IN A SUBTLE MANNER

novelty, this basic appeal went by the board and it went with such suddenness that it seemed to leave phonograph advertisers at a complete loss to find a message. There has since come on the scene new and better methods of reproduc-

tion. This news was seized on and turned into advertising copy. It had its effect in stimulating demand. But copy which talked of these improvements was nothing but copy of the same class that had been used in the old booming days of the phonograph industry. It was still the novelty appeal. A second use of the same appeal naturally would not have as much force as did the original use of it.

The phonograph industry is at a period in its history that other comparatively new industries, such as the safety razor, automobile industry, and electric light once were in. The automobile industry, for example, came out of the doldrums when its copy got away from "pleasure car" and racing appeals, and talked "utility." The electric light industry picked up when it got away from copy which bragged of the wonders of this great invention and talked about the eyesight of the electric light user.

Somehow, in my opinion, someone is going to come along and lift the phonograph industry out of its state of coma by giving it a new and vital basic advertising appeal.

Right now, Sonora, like others, is trying to find that appeal. Our reasoning, based upon the experiences of other industries which have had to go through a period of transformation, is that this appeal must be one that talks to the readers of copy on the benefits they will get.

With such a thought in mind, we have tried to determine what particular part of the population would benefit most from the ownership of a phonograph. From a study of phonograph record purchases—the result of which study I have already indicated, namely that the popular priced dance record is the large volume seller—it seemed to us that the younger set of this country was the group we wanted to talk to on phonographs. Of that group, it seemed to us we would benefit most the marriageable young lady and her parents.

If you should ask the average unmarried young lady of today, or of any other day for that matter,

what she desires more than anything else in this world, and if you could get a frank, honest answer, it would be a request for knowledge about the man who may some day be her husband; about how to attract and how to hold him. Her parents would like very much to have the same information.

Now a phonograph company can't give that information, but it can, we feel, take advantage of that inmost secret line of thought of the marriageable young lady and her parents. This we have tried to do by copy which fundamentally talks about a phonograph's ability to help make the home a center of social activities.

The fact that the majority of records sold today are popular-price dance records means only one thing—most people using phonographs today are interested in dance music. Hence, why not use copy which says: "Put dancing in the home if you want the home to be the center of social activities"? It is on this basis with the theme of marriage as the interest getter that we have prepared copy for a new campaign. A slogan which says: "It's in her home that he plans his," explains how the basic idea of making the home the center of social activities, and the use of marriage as an interest provoker have been used.

It was with considerable apprehension that we placed this copy before our jobbers at their recent annual convention. Frankly, we felt that those in larger cities might favor such advertising, but we didn't look for an enthusiastic reception of this copy idea and its execution from the small-town jobbers. Yet, they were just as anxious, if not more so than the big city jobbers, to bring the home back as the center of social life for the young. They immediately saw the application of the idea to phonographs.

With such outspoken approval of the jobbers in back of us, we have gone ahead and put this copy idea into the form of booklets and display material. What the dealer does with those booklets and display material and the reactions he

"Our Business Depends on the Common People"

REFERRING to the widespread misconception that the business of distributing securities is restricted to the rich or the very well-to-do, John W. Prentiss, while President of the Investment Bankers Association of America, said:

"More than 90% of the securities in this country are bought with less than a \$10,000 a year income. The average retail bond sale is between \$2,000 and \$3,000, so, you see, our business depends on the common people."

Financial advertisers who have not already realized the truth of Mr. Prentiss's statement are only multiplying their sales costs when they seek "leads" from a restricted or so-called "class" group, when as a matter of fact the entire reader-body of any responsible newspaper is their logical field.

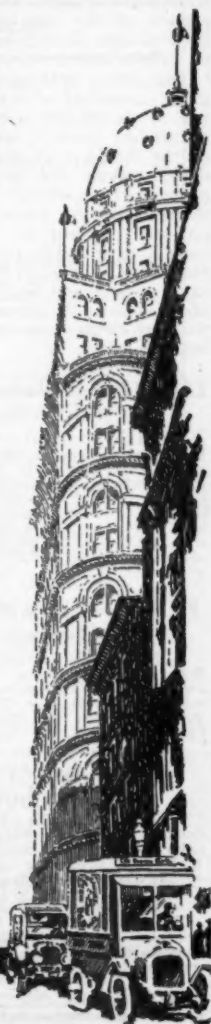
Nearly 300,000 such homes are daily served by

The World

*The Three-Cent Quality Medium of
America's Greatest Retail Market*

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



obtains from this idea as we have presented it will determine how far we should go in getting this theme before the public. There is a question in our mind, however. It is this:

How far should one single company go toward increasing a demand for a product when its proportion of the total phonograph business done throughout the country is less than half?

The job of making the buying public conscious of a new reason why it should buy a certain type of product rests, it seems to us, on the shoulders of the entire industry making that product. My purpose for setting down the thoughts of the Sonora company on this problem of advertising copy is to stimulate others in and out of the business to think on the same subject and finally to bring about unified advertising action on the part of the entire phonograph business.

Large Gain in Radio Corporation Profits

The Radio Corporation of America, New York, reports a net profit, after charges, of \$3,986,621, for the first nine months of 1926, against \$1,179,001 reported for the corresponding period last year. For the third quarter of 1926, net profit was \$2,116,090, compared with \$82,020 in the preceding quarter and a net loss of \$358,275 in the third quarter of 1925.

E. N. Beisheim with Timken Company

E. N. Beisheim, formerly with The Bock Bearing Company, Toledo, Ohio, has been appointed assistant to the general manager of The Timken Roller Bearing Service and Sales Company, Canton, Ohio.

Trimm Radio Account for Collins-Kirk

The Trimm Radio Manufacturing Company, Chicago, manufacturer of radio accessories, has appointed Collins-Kirk, Inc., advertising agency of that city, to direct its advertising account.

The Lawrence, Mass., *Evening Telegram* has been sold to Horace P. Warrington, business manager of the Wilmington, Del., *Star*.

The Brookfield, Mo., *Budget*, has been changed from a daily to a three-times a week publication.

Service Is Most Important Plank in Dealer Education

F. A. D. ANDREA, INC.
New York, Oct. 22, 1926.

Editor of PRINTERS' INK:

Your editorial in the September 30 issue on the education of retail dealers in proper methods of servicing radio, strikes a responsive chord in the hearts of radio manufacturers who have made earnest effort to do the very things that you suggest.

For our part, as one link in the service chain, we have established a service school in our Chicago factory branch. Dealers and distributors and their servicemen and salesmen are instructed in proper methods of handling the ordinary service problems that arise in radio.

It is not correct to state that "there has developed a 'Why should we worry?' attitude towards the troubles of the user after he has bought a set." That is to say, if you are referring to the better type dealer and the better type manufacturer. As a matter of good business it is recognized today that service is second only to the original quality of the merchandise purchased.

Where dealers are given franchises today by reputable radio manufacturers, it is insisted that they be in position to render the sort of service referred to in your editorial. As we were the first to establish the franchise dealer plan in radio (which plan is now in operation in important trade centers in foreign countries as well as being the lifeblood of our retail organization in the United States) we have kept close to the needs of the dealer, and service has been the most important plank in our policy of dealer education.

Our service education goes right through from factory to distributor and dealer. We have even gone to the extent of temporarily releasing a Fada foreign representative to a distributing company in Australia, so that proper service schooling may be given to dealers, and other tried radio trade processes installed for the better handling of radio in that far-off land.

F. A. D. ANDREA, INC.,
L. J. CHATTEN,
General Sales Manager.

Joins Lucille Buhl, Inc.

Clark C. Stockford who formerly conducted the C. C. Stockford Company, advertising agency at Toledo, Ohio, has become associated with Lucille Buhl, Inc., New York, manufacturer of cosmetics and toilet articles, in the capacity of sales manager. The sale of his interest in the Stockford agency previously was reported.

Thomas T. Richards has been appointed sales manager of the Arthur B. Shepard Corporation, New York, structural-steel buildings. For the last twenty-one years he has been associated with the Wagner Electric Corporation, St. Louis, resigning recently as vice president and sales manager.

A fish story— from New Orleans

ASSOCIATED SALMON PACKERS

A Non-Partisan Cooperative Organization for the
Dissemination of Information Regarding the
Food Value and Economy of Canned Salmon

2200 L. C. SMITH BUILDING

SEATTLE, WASHINGTON

The Times-Picayune
New Orleans, La.

October 12, 1926

Gentlemen:

In July we initiated an educational campaign in New Orleans, featuring the economy, high food value and delicious flavor of canned Pink Salmon, the leading sea food product of North Pacific and Alaska waters. Using one newspaper in each of forty-five cities of the country, we selected The Times-Picayune to carry our message in New Orleans and its environs.

You will be pleased to know that this campaign has proved singularly successful in its national scope, and that New Orleans is registering as one of our foremost markets for the consumption and distribution of canned Pink and Chum Salmon.

We believe this is a splendid tribute to newspaper advertising, and we hope that it may serve as a guide to other industries in the solution of problems similar to those confronting the salmon packers.

Permit us to extend to the New Orleans Times-Picayune our full appreciation for the excellent co-operation accorded us in the presentation and merchandising of this campaign.



WTF:VJR

Very truly yours,

ASSOCIATED SALMON PACKERS

SALMON — "King of Food Fish"

In the New Orleans market, with the Gulf of Mexico—full of sea food—at its front door, The Times-Picayune alone made it a "foremost market" for canned salmon.

The Times-Picayune

IN NEW ORLEANS

Representatives: Cone, Rothenburg and Noe, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

Child of the Tropics
from cane

Child of the North
from beets

Child of Politics
everywhere

SUGAR

Samuel Crowther tells in the November issue of *The Country Gentleman* how Cuba is trying to stabilize prices by a law restricting the crop. Read *The Overflowing Sugar Bowl*.

In the same issue

WHAT IS SURPLUS CORN?

By Malcolm C. Cutting, telling what becomes of three billion bushels of corn each year.

CARLETON *the* WHEAT HUNTER

By Paul De Kruif, telling the tragedy of a forgotten explorer.

AIRPLANES FOR PEACE

By William B. Stout, chief of the Ford air service.

STORIES OF PACKINGTOWN

By James E. Poole, sprightly anecdotes of P. D. Armour, pioneer packer.

Beginning a new serial

MEN OF MOON MOUNTAIN

By Katharine Newlin Burt

The Country Gentleman

The Modern Magazine for Leadership Farm Families

More than
1,300,000 a month

November issue
now on sale

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago
Boston, San Francisco, Detroit, Cleveland

Here's a *New* Argument to get local *Distribution*

["For name of
nearest dealer
look in your
City Directory"]

WHEN launching a sales drive one of the most important things is to get your dealers lined up quickly. Tell them that the readers of your national advertising will be instructed to consult a listing of dealers in the local City Directory, in order that they may learn where to get the product advertised. To be included in this listing the dealer will have to stock the product now or wait a year.

Dealers appreciate this local tie-up to your national advertising. For the first time it brings the millions of circulation of the national mediums right into the dealer's own home city, and the readers of those mediums directly to his store.

For the first time, City Directories in over fifteen hundred cities are available at a standard rate scale, with one order, one piece of copy, and one bill.



*This trademark appears
in directories of leading
publishers*

For complete information address

R. L. POLK & CO.

National Advertising Representatives

**ASSOCIATION of
NORTH AMERICAN DIRECTORY
PUBLISHERS**

524 Broadway

New York City

Audit Bureau Adds to Its Board of Directors

Four Members Are Added—Newspapers Given Two; Advertisers' Group Proportionately Increased to Maintain Balance

THE Audit Bureau of Circulations, at its annual convention held in Chicago last week, changed its by-laws so as to have twenty-five directors instead of twenty-one. Heretofore, there have been eleven directors representing the advertisers group and two representing each of these groups: advertising agents, daily newspaper publishers, magazine publishers, farm paper publishers and business paper publishers. In accordance with the change, the advertisers now have thirteen members instead of eleven and the newspaper publishers four members instead of two.

The change was made in response to representations by the newspaper publishers that on account of their large membership in the Bureau (893 out of a total of 1,919) they should rightfully have more than two directors. At the same time, it was necessary, following the basic plan under which the Bureau functions, that the balance of power so far as the advertiser members are concerned should not be disturbed. The advertisers, therefore, were given two more directors even though they did not ask for them. Thus, under the new lineup, the advertisers retain 51 per cent of control, having on the board one more director than the combined membership of the various publishers and advertising agent groups.

The convention also decided that advertising rate cards should not be printed on the back page of publishers' circulation statements sent out by the Bureau. This action was taken at the suggestion of the newspaper members and does away with a ruling in favor of the rate card recently made by the board of directors.

The rate card proposition was the direct cause of the readjustment of the board's membership whereby the newspaper members now get four directors as against two for

each of the publisher groups. Some weeks ago, the board of directors decided that publishers' rate cards should be included with their circulation statements and so notified the membership. The ruling was to go into effect forthwith. Leading newspaper publishers, including Fred A. Walker, of the *New York Telegram*, and John F. Bresnahan, business manager of the *New York World*, advised Stanley Clague, managing director of the Bureau, that they were opposed to the rate card procedure and asked that its application be deferred until the next convention (which was the one held last week) could vote on it. This was done and the entire situation was placed before the various divisional meetings last Thursday previous to the assembling of the main convention.

At the newspaper meeting, a resolution proposed by Mr. Walker to the general effect that "no matter other than that referring to circulation figures shall be a part of a circulation statement sent out by the bureau" was adopted by a vote, in round figures, of 475 to 120.

The newspaper division adopted another resolution, also proposed by Mr. Walker, providing that the newspaper membership on the board of directors be increased to six. The idea was that the newspapers could then have more of a voice in matters directly affecting their welfare which they might be against and which the rest of the Bureau might be for, as was the case with the rate card.

Most of the other groups endorsed the rate card idea and registered opposition to any increase in the then membership of the board of directors.

On Friday morning, the matter came before the whole convention in the form of a resolution submitted by Mr. Walker setting forth the newspaper demand for six

members on the board. During the noon recess, the board of directors adopted a resolution for an amendment to the by-laws increasing the board's membership as above stated. This compromise met with the friendly approval of the newspaper members and was unanimously adopted.

O. C. Harn, president of the Bureau, in announcing the resolution, said the board, actuated by a desire to do simple justice to all, was ready to concede that the newspaper group on account of its large membership should have more directors if it desired them, just so long as the balance of voting power as against the advertiser's group was not disturbed. He expressed the board's willingness to make similar readjustments for other publisher groups if future conditions should at any time justify such action.

The resolution was read to the convention by P. L. Thomson of the Western Electric Co., who moved its adoption. It was seconded by J. P. Neylan of the San Francisco *Examiner* and Stanley R. Latshaw of the Butterick Publishing Company. Mr. Latshaw, expressing the composite sentiment of members other than these in the newspaper group, said the opposition to the newspaper publishers' request for more directors was due to a misunderstanding. It was at first thought, he said, that the newspapers desired disproportionate representation, which of course, was not the case.

The rate card matter was disposed of by a resolution, also brought forward by the board of directors, amending a part of the section of the by-laws describing the objects of the Bureau to read as follows: "and to disseminate *circulation data only* for the benefit of advertisers, advertising agents and publishers." The original section was amended by qualifying "data" with the words "circulation" and "only."

The convention unanimously adopted a resolution commending the work Managing Director Clague and his associates have done during the last year.

It was set forth, amid consider-

able enthusiasm, that the Bureau is now in the most prosperous condition in all its history, financially and otherwise. An increase in the balance available to cover membership liability was shown. The obligation to members as of August 31, 1926 is \$189,477.04 and the balance available to cover this amount is \$188,399.18.

"There is, as expected," Mr. Clague reported, "a slight increase in the liability to members, due, as stated in last year's report, to the increase in publication membership. This is caused by the fact that the increase in publication membership has been and must from now on necessarily come from publications of small circulations, the dues from which do not always cover the entire cost of service rendered by the Bureau."

"The increased efficiency of the Bureau must also result in increased cost of operation. There is a constantly growing demand for more and more outside investigations, supplementing the inside work of our auditors, which will necessarily result in a decrease in the amount previously available to cover the liability to the membership."

"While the Bureau is in an excellent position in that its liabilities are adequately protected by sound assets, and while it is the plan and purpose to meet these increased demands for outside investigations, progress in this direction must only be made with regard to sound business practice. The financial condition of the Bureau is thoroughly sound, but every care should be taken to maintain this status."

The Bureau now has 1,919 members and the payment of dues for the total membership during 1926, up to date, was \$326,644.80.

The advertiser group chose the following as members of the board of directors: T. F. Driscoll, advertising manager, Armour & Co., Chicago; Verne E. Burnett, Cadillac Motor Car Co., Detroit; O. C. Harn, National Lead Company, New York; J. Murray Gibbon, Canadian Pacific Railway Company, Montreal; L. L. King, Good-year Tire and Rubber Company,

*How much, where does it go
and how does it get there?*

95,000 Total Circulation

No Publisher in New Orleans can
sell you more total.

80,000 City Circulation

No Publisher in New Orleans can
sell you more city.

60,000 Carrier Delivered Circulation

No Publisher in New Orleans can
sell you more carrier delivered.

*The Item reaches five out of seven and
the Tribune three out of seven families in
New Orleans who read any newspaper.*

**New Orleans
Item-Tribune.**

National Advertising Representatives:

GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

Akron, Ohio.; Edward T. Hall, Ralston - Purina Company, St. Louis; Ralph Starr Butler, Postum Cereal Company, Inc., New York. Mr. Driscoll and Mr. Burnett are the new members provided for in the increase of the newspaper group directors. Mr. Hall takes the place of W. S. Ashby, formerly advertising manager of the Western Clock Company., La Salle, Ill. Mr. Butler replaces E. E. Taylor of his company who some time ago was advanced to vice-president from advertising manager, which is the position Mr. Butler now holds with Postum. Messrs. Harn, Gibbon and King were re-elected.

The newspaper group re-elected David B. Plum of the *Troy Record*, Troy, N. Y., to succeed himself as director and the two new directors, raising the group membership on the board to four, are David Towne, of the Hearst publications and W. B. Bryant, of the *Press Guardian* and *Chronicle*, Paterson, N. J.

Other directors re-elected are:

Advertising Agents—Ernest I. Mitchell, Mitchell-Faust Advertising Co., Chicago.

Magazines—F. W. Stone, *American Review of Reviews*, New York.

Farm Papers—Marco Morrow, The Capper Farm Press, Topeka, Kansas.

Business Papers—Mason Britton, McGraw-Hill Company, Inc., New York.

Mr. Harn was again chosen as the president of the Bureau; Walter A. Strong, publisher of the *Chicago Daily News* as secretary; E. R. Shaw, publisher of *Power Plant Engineering*, Chicago, as treasurer. Stanley Clague was re-elected as managing director.

The meeting was the largest the Bureau ever held, more than a thousand members being present.

N. D. Ivey, Vice-President, Eastman, Scott Agency

Neal Duncan Ivey, who has been with N. W. Ayer & Son for the last eight years, has resigned to become vice-president of Eastman, Scott & Company, Atlanta advertising agency. For the last three years Mr. Ivey has been manager of the Philadelphia territory.

"Printers' Ink" Service Helps Australasian Reader

GORDON AND GOTCH
(AUSTRALASIA) LIMITED
WELLINGTON, NEW ZEALAND

Editor of PRINTERS' INK:

We would like to tell you how grateful we are for your letter dated July 15, in relation to the advertising and marketing of shirts. This was in response to our previous letter asking for your views on the matter.

The very thorough details you have given us covering all aspects of the question, and the reference to articles contained in your publications, over more than three years, will aid us very materially in advising our client as to what his method of procedure should be in tackling the various problems which have confronted him.

You are right in assuming that we file PRINTERS' INK here regularly, and already we have managed to unearth most of the information to which you have given reference in your communication to us.

GORDON AND GOTCH
(AUSTRALASIA) LIMITED,
VINCENT H. FREETH,

Advertising Manager for New Zealand.

American-La France Increase Profit

The American-La France Fire Engine Company, Elmira, N. Y., reports a net income of \$602,736, after charges, for the nine months ended September 30, 1926, against \$519,826, for the period last year. For the third quarter of 1926, net income was \$196,532. This compares with \$180,336 in the corresponding quarter of the previous year, and with \$202,913 for the second quarter of the current year.

Baltimore Association of Commerce Appoints G. J. Clautice

George J. Clautice, treasurer and advertising manager of Lyon-Conklin & Company, Baltimore, has been appointed executive secretary of the Baltimore Association of Commerce. He will continue his connection with Lyon-Conklin & Company.

General Electric Reports Sales and Profits

The net sales of the General Electric Company, Schenectady, N. Y., for the first nine months of 1926, were \$229,638,216. Net profits, after charges, for the same period amounted to \$30,051,620.

Appointed by "The Ford Dealer News"

A. S. Van Duesen has been appointed Western manager, with offices at Chicago, of *The Ford Dealer News*, New York. He succeeds Edward T. Bailey, resigned.

190,000
Daily

Los Angeles Examiner

400,000
Sunday

5c DAILY

OCTOBER 28, 1926

10c SUNDAY

OFFICIALS LAUD TRADE SURVEY AS COMPACT AND COMPLETE

EXAMINER'S AID IS PRACTICAL

There are trade surveys, and then, again, there are just trade surveys! And what a whale of a difference real intelligence makes!

So one muses over receipt by The Los Angeles Examiner a few days ago of the following appreciative letter:

"The writer wishes to take this opportunity to thank The Examiner for the survey made for my company in the Los Angeles Market. While in Chicago, I presented the survey sent me, to the officials of the company, and they all agreed that it was one of the most compact and complete they have ever had.

"... you may rest assured that when the time comes for a newspaper campaign that The Los Angeles Examiner will be given preference over other newspapers in the field."

The survey in question, according to The Examiner's Merchandising Service Department, was a confidential one and is not available to other companies, though the name may be had on request.

However, it was pointed out, salesmanagers and advertising agencies who want to know where and how they or their clients stand in the Los Angeles market, what the field presents in the way of competition or what chances there are of doing a profitable business here, have the privilege of obtaining surveys on whatever com-

TRADE SURVEYS HELP STRATEGY, SAYS WILSON

"It's like getting up in the air in a captured balloon and leisurely sizing up the territory."

So remarked William H. Wilson, Mid-West representative for The Los Angeles Examiner, in his offices in the Hearst Building in Chicago, a few days ago, about Los Angeles Examiner trade surveys.

"If I were a salesmanager," he added, "I'd consider these unbiased pictures of any given field a mighty important thing to have, whether they showed me weak or strong in that territory. Business strategy is not so much different than martial strategy, after all. My advice to advertisers, or non-advertisers is to write to The Examiner in Los Angeles and ask for the investigations that interest them."

LOS ANGELES ADDS 85,000 IN YEAR

That the population of Los Angeles has been increased approximately 85,000 in the last year is indicated by the school enrolment increase of 20,068 pupils for the school year 1926-27. That was the announcement by the Board of Education of Los Angeles recently. This increase is double that of 1925.

modity they are interested in.

"Such surveys," said the manager of the Merchandising Service Department recently, "are thorough, and their accuracy is guaranteed. We present the picture as it is, minus impressionistic daubs."

*Largest morning and Sunday circulation
West of the Missouri*

Is the next big boom pointing toward Main Street?



THE question arises irrepressibly, after an illuminating survey of the growth and progress of Main Street towns, as written by Professor Walter Burr in the August issue of "Nation's Business."

Professor Burr intended no prophecy of an immediate exodus from metropolitan centers. Yet, undeniably, the trend is toward the towns. Slowly but surely the average citizen has come to see his dream of ideal home life mirrored in Main Street.

Life has changed enormously in the towns—and the change has been beneficial. The dreary isolation of former days is ended. Rooted deep in the farmlands of the country, Main Street now reaches for the comforts that once were the privileges of big city life. Main Street

The HOUSEHOLD

"THE MAGAZINE

Arthur Capper, Publisher

lives simply and naturally, amid rural serenity—yet the luxuries and superior wares of the world flow to its doors. Small wonder that it lures the harassed metropolite!

American Business, too, has been quick to sense the epic change. It has recognized Main Street as a great and growing market. And it has found The HOUSEHOLD MAGAZINE ready fashioned to its needs.

Few magazines are so thoroughly known to Main Street as The HOUSEHOLD MAGAZINE. It is the largest and most influential publication in the field. Its circulation of 1,650,000 selects the intelligent and prosperous women buyers of the towns. The recommendations of its testing department—the Household Searchlight—are accepted by over two thousand women's clubs in Main Street. This one service alone has proved extremely valuable to manufacturers of quality products.

A significant number of national advertisers have entered the Main Street market through the pages of The HOUSEHOLD MAGAZINE. The number grows—it is another trend toward the towns.

CHICAGO:

608 South Dearborn Street

NEW YORK:

120 West Forty-Second Street

MAGAZINE

OF MAIN STREET"

D. M. Noyes, Advertising Manager

Signaling the Officers of a Vast Buying Army

THE buying habits of the nine millions in the New York metropolitan area are largely influenced by the purchases of the progressive leaders of the city.

These substantial officers of the metropolitan army have for years shown a decided preference for one morning paper—the New York Herald Tribune.

This preference is particularly marked in the residential suburbs, where thirty-two percent of the men listed in the Directory of Directors have their homes, and where the Herald Tribune is the preferred standard size morning paper on weekdays.

Its readers particularly enjoy the great Sunday Herald Tribune, with its new and enlarged magazine section, its eight pages of comics in colors, sixteen pages of gravure pictures, its Radio Magazine, its Junior Magazine, its famous literary review, "Books."

ADVERTISEMENTS in the Herald Tribune attract the attention of readers who not only buy, and buy largely, for themselves: they also set a buying example that is followed by an army of others.

NEW YORK
Herald Tribune

Circulation. { Weekdays net paid exceeds . . . 290,000
 Sundays net paid exceeds 340,000

John G. Shedd, Master Merchandiser

Developer of Men and Believer in Business Mobility, Rose from Stock Boy to Chairman of the Board of Marshall Field & Co.

JOHN GRAVES SHEDD, merchant, financier, manufacturer, wholesaler, chairman of the board of Marshall Field & Co., who died in Chicago on October 22, was an originator, a developer of men, and a man who believed in and practiced a few old-fashioned business precepts. To his business genius was credited a large measure of the success of Marshall Field & Co., from Chicago's "biggest store" in the '70s to the rank of the largest wholesale and retail dry-goods house in the world in the present decade.

Born at Alstead, N. H., on July 20, 1850, he started his business career as a dollar-and-a-half-a-week grocery clerk at Bellows Falls, Vt. He moved to Chicago in 1872 and entered the firm of Field, Leiter & Co., as a stock boy at \$10 a week. The young boy's air of confidence and determination pleased Mr. Field, and John Shedd's career from stock boy to salesman, department head, merchandise manager, vice-president, president and, finally, chairman of the board, was ascribed to his inexhaustible initiative, practicability and his habit of looking for men to develop. The essence of his formula for success was in the form of a creed on a small framed card which hung in his office. It was a simple and definite statement of what he wished all his co-workers to keep continually before them. It mentioned courtesy, diligence, sincerity, and closed with a summary "to be satisfied with nothing short of perfection."

In his active days Mr. Shedd spent much of his time walking about the store, as he said, "watching for men." It was his feeling that it took no executive ability to discharge a man, but that it required real executive ability to discover, develop and train men for bigger jobs ahead. In his walks about the store, when he saw an

unusual act of courtesy or overheard some well-thought-out sales talk, he would carefully mark the salesman or saleswoman, send later for the individual he had noticed and conduct a careful interview. The individual would then be



JOHN G. SHEDD

graded and the name filed on a little card index marked "for promotion."

His business career encompassed manufacturing, wholesaling and retailing and dealt with almost every known type of labor, investment, buying, manufacturing and selling problem. Recently Mr. Shedd looked back after fifty-four years and gave some of his views. These were set down in a remarkable article published in *System* in October. In this business credo Mr. Shedd looked ahead in the light of his past experience with good times, bad times, peaks and valleys. "Business is good," he said. "We and most of the business men in other countries with whom I have talked go on about

our work not unmindful of, yet not unduly concerned over the counter-currents in the international stream. We pass the lie to the alarmists by succeeding in spite of them, and we conduct our business with the firm belief that there will be demand as long as there are people, and that the prime requisite of business is to be mobile enough to supply that demand."

Mr. Shedd was always interested in gauging production to sales, searching out new markets and new products and greatly improving the old. In his look ahead he said: "Firm hands grasp the throttles of endeavor in this country. Clear eyes follow the underlying trend of world events. Great minds and keen intellects occupy high places. Business will continue to be good as long as this is true. It will be maintained on an even keel as long as we business men continue to keep our jobs in hand."

The business world will miss John G. Shedd, his keen intellect, his simple, homely philosophy and his views on the fundamentals of business. His habit of looking for, and building, men so that "firm hands could grasp the throttle" of his own business is well exemplified in the man who succeeded him in active control of his business in 1923, when Mr. Shedd retired as president and was named honorary member and chairman of the board. James Simpson entered the store as office boy in 1891 and was one of the young men picked by John Shedd for promotion.

Worcester, Mass., Club Appoints Chairmen

The Worcester, Mass., Advertising Club has appointed the following committee chairmen: luncheon, Chester Edwards; evening meetings, B. Leroy Woodbury; educational, Charles B. Post; vigilance, F. E. Davis; publicity, R. E. Lamb; membership, H. C. Goulding, and finance, Walter Irvine.

The Coca Cola Company, Atlanta, Ga., reports sales of \$9,220,229 for the third quarter of 1926, against \$8,219,439 for the corresponding period last year. For the same period, net income, after charges, was \$3,431,860. This compares with \$3,345,979 for the third quarter in 1925.

Direct Appeals Made Easier by Market Study

IN making the Graton & Knight Company direct-mail advertising really direct it was first necessary to standardize and simplify its own products, particularly in their application to the various industries in which they were to be used, J. J. Slein, of the Graton & Knight Company, told the convention of the Direct Mail Advertising Association at Detroit last week. After this had been done, it was possible to make a direct appeal to any industry the company wished to reach. As an example of a direct appeal, Mr. Slein quoted a letter sent to flour mills in 1925. The letter follows:

Your pay-roll carries a number of old timers—"Dusties"—who have been in the milling game for years. They know quality flour and how to make it.

We too, have our old timers—men who have spent twenty-five, thirty-five and even forty years of their lives making leather belting. Naturally their skill is a big asset to you, a belting user.

GraKnight Dynamo Double Leather Belting represents all of their skill—the skill and experience that has enabled us to turn out a rugged, enduring belt, built particularly for the heavy duty of your Rolls.

Speed up and improve your output. Drive your Rolls steadily and economically.

Install a set of GraKnight Dynamo Belts and watch them turn out the work in comparison with your other belts.

It will take but a moment to ask us to quote prices on this guaranteed, pulley hugging belt, built to save you money.

Let us hear from you today.

"This letter was very successful," said Mr. Slein, "as have been practically all such letters sent to the trade. We attribute the success of these letters to the fact that we appeal to the man in his own language, talk to him about his own particular machine and do not generalize."

The report of the General Outdoor Advertising Company, Inc., and subsidiaries, shows a net profit of \$1,101,675, after charges, for the third quarter of 1926. This compares with \$1,065,466 in the preceding quarter and \$678,299 in the third quarter of the previous year. Net profit for the first nine months of 1926 totaled \$2,669,026.

Time Now for Real Selling, Newspaper Men Say

Conditions Normal, Advertising Executives Decide, and Big Business
Can Come from Real Effort

AT the meeting of the Association of Newspaper Advertising Executives held in Chicago last week as a part of "A. B. C. Week" activities, it was generally agreed that the volume of advertising, taking the country as a whole, is showing a satisfactory increase over last year. This result, it was brought out, comes from aggressive and better salesmanship.

"The time of easy selling has gone," said D. F. McMahon, of the *Chicago Tribune*. "There is no 'gravy,' as was the case last year and the year before. My idea is that business is now normal. This means that a newspaper can prosper if it employs real salesmanship. Those who wait for business to come in of its own accord are disappointed. On the other hand, those who realize that times have changed and exercise intelligent and forceful efforts will gain satisfactory results. This is about all there is to it."

Mr. McMahon's statement came as the result of inquiries on the part of certain members as to whether business prospects beginning with October look good, bad or indifferent. It brought forth somewhat of an old-fashioned "experience meeting" in which there was full agreement with Mr. McMahon's main premises.

Harvey Young, of the *Columbus Dispatch*; H. T. Watts, of the *Des Moines Register and Tribune*; Don Bridge, of the *Indianapolis News* and J. K. Groom, of the *Aurora (Ill.) Beacon-News*, cited numerous specific instances to show where constructive salesmanship on the part of newspapers has increased advertising lineage whereas, if ordinary methods prevailed, there would have been a loss. For example, it was said that radio advertising had fallen off somewhat in volume. This was said to be an inevitable development that probably would be corrected later.

Meanwhile what was to be done to make up the deficiency in the present year's business? The newspapers saw the answer in the rising vogue of iceless refrigeration. They worked with the various companies to uncover new methods for making iceless refrigeration known to the consumer. The result has been on some newspapers that the loss incurred through the drop in radio and other forms of advertising has been more than made up.

"It is all a matter of salesmanship," declared Mr. Young. "Selling advertising space is the same in most essential respects as selling merchandise. A publication has got to know its market and understand the problems of its prospects. Then it can intelligently suggest concrete methods whereby the use of its space can show the advertiser the way to sell his goods. Hard selling, intelligent selling, is the force that is needed right now."

GAIN IN OCTOBER LINEAGE

Some of the advertising executives present at the meeting were rather perturbed over predictions of a net decrease in this year's advertising lineage. They had gone along well until October 1 and then indications were not as favorable as they had been. W. E. Donahue, local display advertising manager of the *Chicago Tribune*, who was presiding at the meeting, called for a vote to show just what was going on in the way of increase or decrease of advertising lineage. The show of hands revealed, to the surprise of some, that the month of October thus far had shown a fair aggregate volume of increase over the very satisfactory business of the same month of the previous year. There were some few exceptions, of course, as there always are.

"But the significant feature of

this vote," Mr. Donahue said, "is that those newspapers that have refused to lie down before somewhat unfavorable indications are going right ahead in line. I imagine there is a thought here for salesmen in all lines of business."

The meeting decided that the standards of practice, having to do with the extension of service to advertisers, adopted at Philadelphia last June, should be abolished and the old code substituted. It was said that the new statement was so general in its terms that it meant nothing and that a newspaper agreeing to it would still have latitude for extending almost any kind of service it desired and still be within the code's limitations.

In arguing for the readoption of the old code, A. L. Shuman, of the Fort Worth *Star-Telegram*, said it was more valuable in that it was specific in its requirements, and this seemed to be the general view.

It was agreed during the discussion that a newspaper should be allowed a reasonable degree of latitude in the extension of service, this being decided by conditions. For example, if a newspaper supplies a mailing list to an advertiser, as most of them do, it might consistently go a step farther and prepare process letters to be sent out if the advertiser would pay for the postage. But it was insisted that in such matters as trimming windows, mailing out broadsides or actually selling an advertiser's merchandise over the telephone there should be stringent prohibitory rules.

F. G. Pearce, of the Altoona (Pa.) *Mirror*, brought up the matter of how to charge for automobile advertising. Some of it, he said, is placed by the local dealer and other advertising by the companies direct for the agencies. Should the same rate be charged in all cases? After several had related their experiences and practices it was said that the best way is to charge the same rate for automobile advertising no matter whether it is placed locally or otherwise.

The meeting voted in favor of a proposition brought up by Mr.

Shuman to establish what might be described as a clearing house with branches in Chicago and New York, to co-operate with advertising agencies in distributing mats or plates to newspapers. It is Mr. Shuman's idea that some method can be worked out whereby mats may be ordered in bulk and the proposition of distribution handled in a way that will lessen the expense to the newspaper. A committee was appointed to work out the details of such a plan and submit it to the association at its next meeting which will be in Denver during the session of the International Advertising Association.

Earle Pearson, general manager of the International Advertising Association, made an address to the advertising executives seeking their co-operation in a nation-wide "Speaking Week" among advertising clubs wherein the proposition of newspaper advertising shall be presented. Mr. Pearson asked that the association provide 200 or more speakers for this week. Similar "weeks" will be carried on for other branches of advertising.

National Biscuit Earnings Gain

The National Biscuit Company, New York, Uneeda biscuits, etc., reports a net profit of \$11,254,722, after charges, for the nine months ended September 30, 1926. This compares with \$10,372,625 for the corresponding months last year. The net profit for the third quarter of 1926 amounted to \$4,113,391, against \$3,757,930 for that quarter in 1925.

Iowa Druggists Plan Campaign

Iowa druggists are planning an advertising campaign to bring the service they render to the attention of the public of the State. Daily and weekly newspapers and farm papers will be used in the campaign which it is expected will start soon. The campaign is sponsored by the Iowa Pharmaceutical Association.

Fred R. Salmon Dead

Fred R. Salmon, publisher of the Port Jervis, N. Y., *Union-Gazette*, died at that city on October 22. He was sixty-seven years old.

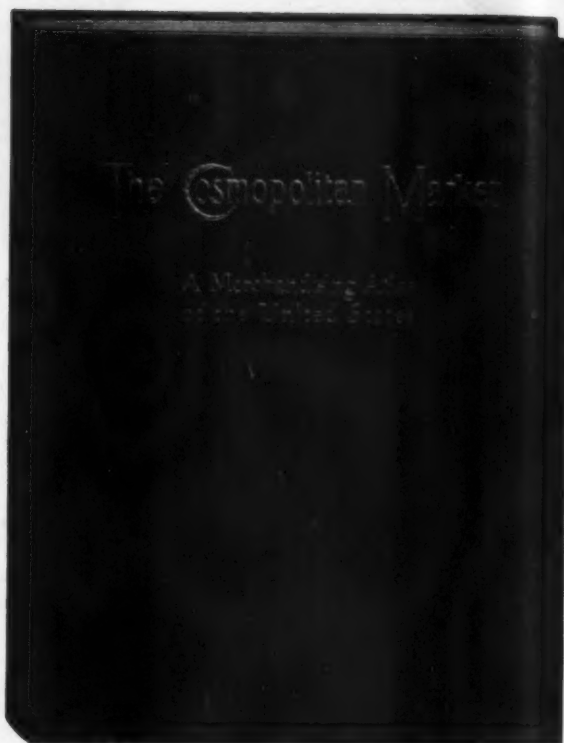
DO YOU
MAKE FRIENDS
EASILY

"Why I Am Not A
Good Mixer" —
an article about
the "glad hand"
in business.

In

DECEMBER

Success
MAGAZINE
NOW ON SALE!



*A valuable reference book for every
sales and advertising manager*

The Cosmopolitan Market

A Merchandising Atlas of the United States

Contains series of maps showing all principal trading centers in the United States, together with the trading area of each.

Also valuable statistical data which can be used as a basis for an effective sales quota plan.

Gives detailed information about Cosmopolitan's circulation,—how much, what kind, and where.

If you haven't already received your copy, write for it on your business stationery to our nearest advertising office.



Advertising Offices:

326 W. Madison St.	5 Winthrop Square
Chicago, Illinois	Boston, Mass.
119 W. 40th St.	
Gen'l Motors Bldg.	625 Market Street
Detroit, Michigan	San Francisco, Cal.

THE quality circulation of The Dairy Farmer is as essential to the success of the farm market campaign as is the right copy slant itself.

The 250,000 families who subscribe to this magazine—the standard of dairy farm publications—are community leaders. Their purchases and decisions exert an influence on their neighbors. Their income is as regular as the delivery of the milk bottle to your door each morning.

Dairymen are the quality buyers—the very cream of the great agricultural industry. Reach them through the national dairy farm magazine—The Dairy Farmer. Add quality to your volume circulation.

THE Dairy Farmer

Advertising Offices: Des Moines, New York, Chicago, St. Louis, Kansas City, Minneapolis, San Francisco.

Getting Salesmen to Come Out of the Audience at Conventions

When the Men Feel There Is Nothing for Them to Do but Sit Back and Listen, the Convention Is not Likely to Be a Howling Success

By C. B. Mathes

Sales Manager, The Conklin Pen Manufacturing Company

THERE are two distinct kinds of sales conventions: One at which the executives or imported speakers do all the talking; the other at which the salesmen are given an opportunity to participate. The former is held for the distinct purpose of announcing changes in the product, sales policy, etc., and passing on to the salesmen the usual amount of pep and enthusiasm.

The latter type of convention takes on more of the form of a conference. It is the natural outgrowth of a different attitude of the company toward its sales force. If the individual salesman has been led to feel that he is an integral factor in the business, then this relationship will be shown during the convention. There will be no difficulty in getting each salesman out of the audience and on to the program.

We have no quarrel with those executives who believe that their salesmen should have no voice in building the product, outlining the sales policies, etc. They may be entirely correct when they say that the salesman's sole duty is to sell such merchandise as the firm decides to manufacture under such conditions and regulations as are laid down in the sales manual or at some convention. There may be some advantages to be gained under a regime of this sort. It may be argued that the crop of salesmen never lived which would agree on all policies or upon what the public demands by way of merchandise and that to allow the salesmen to have their say, would lead to no definite decision.

However, our experience has shown the best results to be obtained under the second plan. Un-

der this plan, the general sales convention is but the natural outgrowth of the program under which the salesmen have been working.

By allowing the salesmen to express their ideas I do not mean that the company does not retain the final decision in the manufacture of merchandise and the outlining of the policies under which this merchandise shall be merchandised. That is far from the truth. But our salesmen are listened to attentively—and they know it.

It is just as reasonable to assume that a leopard can change his spots as that a salesman will become actively interested and participate in a sales conference when all through the year he has had to submerge his personality and still his voice as regards the activities of his company. Therefore, it is our contention that to get a salesman out of the audience at the sales convention it is necessary that he understand that he is more than a nonentity during the remainder of the year.

DEVELOP IMAGINATION

Napoleon once said: "Imagination rules the universe." How are you going to develop the imagination of a salesman if you throttle his initiative, his imagination and the opportunity to express them? The thing to do, as we see it, is to encourage the development of thought and ideas, so that when the sales convention is held each salesman and the executives may have the benefit of an exchange of ideas. Many of these ideas will be worthless and impractical, but they can easily be eliminated without clogging up the machinery of

the convention or consuming valuable time.

Many of the commercial travelers of the United States do a much larger volume of business annually than the dealers upon whom they call. The merchandising of their products after it is placed on the dealer's shelf is as much, or more, a part of their duties as selling itself. Salesmen must be intelligent, thoughtful and well grounded in the fundamentals of their business in order to help their customers. Consequently, it is the duty of the manufacturer to school his salesmen, not only in the fundamentals of his own product but in merchandising it. Most certainly, salesmen ought to know more about their lines than the dealers upon whom they call. The best way to learn to play golf is to play it. All the articles, books, etc., ever written will not make anyone a golfer without the actual practice.

Therefore, we believe that well informed, thinking salesmen are bigger assets and more valuable producers; that if you take a man into your confidence, and embody his ideas and judgments so far as possible, he is going to be more anxious to put across the thing in which he has had a part in developing than if certain instructions were arbitrarily hurled at him. We believe that this is the proper attitude to take in planning for a sales convention at which it is hoped to have each salesman take an active part rather than be a silent listener.

Now and then one reads a note of caution that any convention will be a failure if the salesmen are allowed much freedom during the sessions. Personally, we would rather have a convention end in failure because of the interest the salesmen have taken and their desire to express themselves, than to have the most successful gathering in which well-worded talks by members of the firm or imported spell-binders were delivered to a bunch of salesmen inwardly re-belling at the restraint.

Occasionally, at our conventions, salesmen and executives go to the

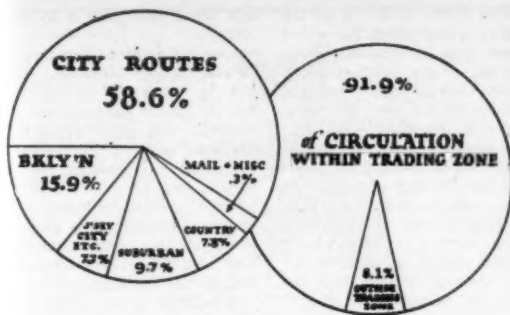
mat or the men themselves lock horns over some policy, idea or item of merchandise. But when the smoke of battle has blown away, a clearer understanding prevails and all are stronger and have a more wholesome respect for the opinions of the other. Either the men understand why the company has taken its position or the company is sure that the men have good and ample reasons for their suggestions.

It is one thing to boast what you would do if you were in authority and another to do it. Nothing makes a salesman more analytic or careful of his suggestions than to know that he must assume some of the responsibility in the event that his judgment is wrong. And even though you show your men where they are wrong and do not adopt any of their suggestions, you have fostered thought, and thoughtful men are better salesmen, provided, of course, that it does not interfere with their foot work.

Our conventions are planned many months in advance. Questionnaires sent to the salesmen, suggestions from dealers and the ideas of inside executives are sifted and digested until what is apparently a picture of the next year's program results. This is mailed to each salesman sometime in advance with the request that he read it and give the matters touched upon such thought as will enable him intelligently to discuss them at the convention. This plan has worked well because it has given each salesman something tangible on which to think and provide as a guide to the matters to be brought up at the convention.

NEVER A DULL MEETING

So far as the writer recalls, we have never had a draggy sales meeting. It is up to the presiding officer to lead and guide the discussions and to determine when it is time to end any discussions. This is not a difficult matter nor does it follow that the convention is a failure because now and then two or more salesmen clamor for the opportunity of being heard at the same moment. There must be



THE CIRCULATION OF THE NEW YORK EVENING GRAPHIC IS RIGHT HERE IN THIS METROPOLITAN AREA—though, as you will observe, we do not deny a few of our friends in the outlying provinces—the privilege of reading New York's only evening tabloid.

Thus, to the advertiser who seeks to cover the territory within a radius of fifty miles from the GRAPHIC Building, we

offer nearly 100 per cent. efficiency.

THIS means that when you go into the GRAPHIC with your copy, you get what you pay for—a hearing in more than 300,000 homes that are either in Greater New York, or homes that are within its trading influence.

THAT'S a great thing for advertisers who plan to move goods sent into New York to be sold to New Yorkers.

*"There's no place like home"—
and the GRAPHIC goes there.*

NEW YORK EVENING GRAPHIC

Harry A. Ahern, Advertising Mgr.

25 City Hall Place, New York

Charles H. Shattuck, Western Mgr.

168 N. Michigan Ave., Chicago

an impelling force when a group of salesmen, accustomed to activity, suggest that convention hours be lengthened or are loath to close at the time announced or suggest evening sessions in lieu of some other form of diversion.

Several weeks before the meeting, certain salesmen are asked to talk on some subject covering an activity in which they have excelled. These papers are asked to be written because of the closer analysis and additional thought required in writing them. Not infrequently, the salesman in analyzing his own activities discovers new avenues of strength and becomes even stronger. At the close of his paper he is subjected to questions from his fellow-workers.

Talks by the executives and the advertising counsellors are brief and to the point. How many conventions have been spoiled by platitudes from the higher-ups or long-winded, meaningless dissertations by advertising men on the philosophy of advertising!

A most valuable and perhaps unique feature of every one of our conventions is what is known as the salesmen's executive meeting. This occupies a definite place at each convention. None attend but members of the sales organization. A chairman and secretary are selected and the meeting held behind closed doors. The only condition imposed is that a report be made to the company outlining the recommendations of the meeting. Many years ago, it was agreed that all these reports should be unanimous. The wisdom of that position has subsequently been shown many times.

In so far as possible, the company incorporates into its work the recommendations passed at this meeting. At one time, some thirty-odd recommendations were made of which all but four were later adopted. At the last convention, nine were reported of which eight were adopted. But the real value of this session lies in the sales force having an opportunity to thrash out any problems and sell one another on the best ideas of the entire organization or to whip into

line some salesman who is out of step.

Our conventions are usually held in our factory building. This may not be desirable in all instances but in ours it works well. A room separate and apart from the noise and confusion of the factory gives quietness yet enables the men to inhale more of the "home atmosphere" and understand the problems confronting the inside workers. It also makes easily available any records, merchandise, etc., which may be required. A part of one session is set aside for a trip through the factory when any new machinery or method of operation is explained. During this trip, the salesmen are broken up into small groups, each group being under the personal direction of the foreman of the department being visited. Here, as in planning other features of the convention, it is necessary to keep certain fundamentals in mind.

Generally, the last evening of the convention is given over to a dinner or banquet furnished by the company. Here, too, the salesmen occupy an important part, in fact, they arrange the post-prandial features. The new salesmen are generally initiated into the inner ranks of the sales body, much to their own amusement and the entertainment of those assembled.

Piggly Wiggly Sales Increase

The sales of the Piggly Wiggly Corporation, Memphis, Tenn., grocery chain operator, amounted to \$39,263,894 in the third quarter of 1926, against \$32,753,548 for that period last year, a gain of 19.9 per cent. From July 1 to October 1, 141 new stores were opened.

V. deP. Fitzpatrick with Baltimore Agency

Vincent deP. Fitzpatrick, editor of *The Baltimore Catholic Review*, and formerly with the *Baltimore Sun*, has joined the staff of the Baumgartner Advertising-Publicity Company, also of Baltimore.

Appoints Wales & Wolfe

The Harrisburgh, Pa., *Courier* has appointed Wales & Wolfe, publishers' representatives, as its national advertising representatives.



The National Capital Is The Center of a Fertile Trade Field

Picture more than three-quarters of a million people—in a 25-mile radius—with the means to indulge their inclinations for both the necessities and luxuries of life—depending upon Washington (D. C.) to supply them.

That is this market—numerically stronger than any one of thirteen entire states.

You can cultivate the Washington field completely and influentially with one newspaper. The Star—Evening and Sunday—maintains a direct-to-home delivery service throughout this entire territory; and is read regularly by practically everyone within this shopping area.

A very fertile field—easy to cover economically.

Our Statistical Department will be glad to submit a digest of opportunities and possibilities in this market for any worth while product.

The Evening Star.


WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Latz
Tower Building





**"back of
most women's
purchases stands
some man's
preference"**

The Elks
Magazine

**The largest magazine
for MEN**

50 East 42nd Street New York City

\$19,000,000

Being Spent to Expand Industries in the Birmingham District

FACTORIES AND PLANTS OF ALL KINDS BEING BUILT AS BUSINESS BOOMS

Industrial development under way in the immediate Birmingham district is estimated at \$19,035,000.

Within 60 days, plants and works costing \$5,650,000 will be completed or nearing completion. By the middle of next Summer all of this development is expected to have been completed.

Prior to the middle of next Summer further development plans will have been announced on which, survey already shows, not less than \$6,500,000 will be expended.

Building Permits

Show Birmingham is steadily growing and soundly, too. At the present rate 1926 should pass 1925, the banner year.

1926 total—nine months

\$17,717,178

Bank Clearings

Show an increase of

\$15,372,422

in September over August.
Clearings for 1926, January
to October 1

\$993,610,170.79

Birmingham's Weekly Payroll Over \$4,300,000

The News Grows With Birmingham

The Birmingham News has shared in this prosperity and steady growth of Birmingham and each month has carried more advertising than the other TWO papers combined.

The newspaper situation is constantly changing in favor of the increased dominance of The News. The margin is wider to-day than ever before on the volume of business carried and the number of readers.

Net Paid Circulation Now More Than

Daily	Sunday
78,000	93,000

The Birmingham News

The South's Greatest Newspaper

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Resolved: Advertising Plays Too Large a Part in Modern Life

Cambridge Debating Team Wins an Affirmative Decision

By Bernard A. Grimes

THERE is too much advertising. That was the majority opinion of an audience which assembled to judge the merits of a debate on this issue. The debate was held last week at Columbia University, whose team undertook to present the case for advertising.

Though the defenders advanced a sound, carefully studied argument, their cause lost to a visiting team from Cambridge University. Columbia was represented by Kenneth Abernathy, Harold Davis and Thomas A. Sully. They followed the American system of debating, that is, of supporting their contention with facts. When a major point was made, facts were advanced to prove it. The subject of the debate was, "Resolved, that This House Regrets the Large Part Played by Advertising in Modern Life."

First, the Columbia team set forth that advertising had done a great deal in teaching health and hygiene to the public. People knew more about the nutritive values of different foods as a result of advertising and they are educated to expect to obtain these goods in sanitary packages largely as a result of advertising development. Advertising, through force of educational publicity, had informed people what they should and should not eat.

As evidence to support this point, attention was called to the high degree of teeth-consciousness in America. Instead of knowledge on care of the teeth being confined to a few in authority, it is imparted to all the people through advertising. In this field alone, it was shown, advertisers are broadcasting the knowledge of doctors and nurses as to the importance and desirability of having clean teeth, both from a social and personal standpoint.

Another point advanced by the

defense related to the educational influence of advertising in keeping people well informed and in making accessible a wide variety of publications on a scale unprecedented in other countries. Advertising revenue makes it possible for people to get these periodicals and newspapers at a price far less than actual cost. Figures were given on cost prices and selling prices as obtained from the records of several publishers. These proved the assertion that the newspaper and periodical reader could not get the timely, comprehensive and artistically appearing make-up of editorial contents for the price it pays if advertising were to be suspended.

For the rest of the case the Columbia speakers devoted their time to a submission of the fact that advertising in America was, after all, a record of the country's progress and its people—a picture or a symbol of American competitive life.

In contrast to the tactics of the defense, the English team, represented by H. G. G. Herklots, A. L. Hutchinson and Wilfred G. Fordham, strove not so much to build its case on the presentation of facts for serious reflection. Rather the English team followed through in the English debating style, with arguments directed more toward the emotions. The speakers were favored with an audience that was genially disposed to them. They were quick to respond to this good-will and from the beginning carried their audience right along with them.

One claim advanced by the affirmative concerned the improper influence that large advertising has on the policy of the press. Advertising has become so great, it was stated, that it could dictate editorial direction to the detriment of freedom of the press. An ap-

peal to the artistic sensibilities of their listeners was made in decrying the offensiveness of advertising which surrounds one on all sides, and from which there is no escape. It commands one to do this and to do that, often with a foreboding that is unjustified.

It was also intimated that a great deal of advertising was dishonest. For instance, Jones describes his jam as the "best jam in America." He has continued to say this for years although other jams surely as good are on the market. Yet Jones, symbolical of hosts of advertisers, goes ahead making claims that he has no business to make.

The point was stressed that advertising is too often used to give an impression that a thing is better than that made by a competitor. To illustrate, one of the speakers told of his ride along one of our State roads. He passed a sign reading "Jones Hot Dogs. 16 Miles. Best there are." Farther he came on another advising him that Jones was 15¾ miles away with his superb hot dogs. So on at short intervals the speaker read these messages and was "sold," so to speak, on Jones' Hot Dogs. When he drove up to Jones, what did he find? A hot dog stand like any one of dozens he had passed with hot dogs no better and no worse.

At the conclusion of the debate, Dean Herbert E. Hawkes, of Columbia, who presided, called upon the audience, in the English fashion, to judge the merits of the discussion. The audience returned a majority vote upholding the Cambridge team in its contention that advertising does play too large a part in modern life.

Advertisers, naturally, will be interested in learning something about the audience and the reasons which prompted its decision. Talks with several members of the faculty who listened to the debate indicate that a decision of this kind is, at its best, a weak indicator of a trend of popular thought. Such an audience, as that which listened to this debate, is likely to be made up of people who object to what they might

term the "flashiness" of advertising. It represents largely the so-called intelligentsia which displays no patience for things commercial.

The audience took to the young Englishmen. No small measure for the tribute paid to the English orators was due to their ready wit and their ability to delight their audience with flashes of the English sense of humor. The audience frequently interrupted to applaud wit rather than a point of argument.

R. J. Patterson Heads New York Business Publishers

R. J. Patterson, of the *American Hatter*, was elected president of the New York Business Publishers Association, Inc., at its annual meeting, held on October 25. The new vice-president is Fritz J. Frank, of *The Iron Age*. Edgar J. Buttenheim, of the *American City*, was re-elected treasurer, and Harold Dickhaus, of the *American Hatter*, is secretary. The following directors were elected: Willard T. Chevalier, *Engineering News-Record*, H. O. Barnes, *Textile World*, and Ralph Dusters, *Railway Age*.

Death of George Merck

George Merck, a director and founder of Merck & Company, Rahway, N. J., manufacturing and importing chemists, died at Llewellyn Park, N. J., on October 21. He was fifty-eight years old. Until two years ago Mr. Merck had been head of the company. His son, George W., succeeded him as president.

Peerless Motor Sales Increase

The sales of the Peerless Motor Car Company, Cleveland, and subsidiaries, totaled \$16,355,029 for the first nine months of 1926, against \$13,313,760 for the corresponding period last year. Net income, after charges, for the nine months ended September 30, 1926, amounted to \$1,139,330, compared with \$258,457 in the same period last year.

Made Advertising Manager of Buffalo Chamber of Commerce

C. E. Motzer, formerly with the Mosler Safe Company, Hamilton, Ohio, has been appointed advertising manager of the Buffalo, N. Y., Chamber of Commerce.

J. R. Busk with Frank Seaman

Joseph R. Busk, formerly sales and advertising manager of the Pantasote Company, New York, has joined the staff of Frank Seaman, Inc., advertising agency, also of New York.

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Small Order Buying by Retailers Is Changing Jobbers' Sales Plans

What a Number of Wholesalers Are Doing to Meet Changed Conditions

By James True

THE problem of hand-to-mouth buying is being solved by many jobbers—at least to their own satisfaction. The solution, so far as the jobbers are concerned, is largely the result of changed selling methods, and the indications are that the manufacturer must solve his part of the problem by the same means.

These statements are based on facts disclosed by a recent inquiry which included interviews with prominent jobbers in three different lines, located in Richmond and Baltimore. And further facts disclosed in this investigation plainly show the necessity of a closer co-operation and a better understanding between manufacturers and jobbers, if the former are to receive any benefit from the changed methods.

According to the statement of C. C. Reed, general sales manager of Williams & Reed, jobbers of dry goods and notions, of Richmond, hand-to-mouth buying on the part of the retailer has resulted in at least one advantage to the manufacturer. It has compelled the dry goods jobbers to travel their salesmen nearly twelve months a year instead of five or six, thus bringing about a much more frequent presentation of samples. But, as Mr. Reed explained, a great many manufacturers have sacrificed this benefit.

"The greatest problem we have today," he said, "so far as the manufacturer is concerned, is his changing plan of distribution. We have no right, neither do we attempt, to decide what any manufacturer's selling policy shall be. If a manufacturer wants to sell direct, that is his business, and we have no valid objection; but we do contend that a manufacturer should determine his plan and then stick to it.

"The greatest menace to our

business is the manufacturer who sells us in order to keep his factory going during the dull season, and then competes with us when our season opens. That is certainly bad business, and it appears to be increasing. If the manufacturer sells us, it should be an indication of a policy to sell through jobbers only, and it is most certainly unfair for that manufacturer also to sell direct to retailers.

"When a manufacturer sells both the jobber and the retailer, the jobber cannot secure a sufficient volume of business on the goods to justify him in placing large orders in advance. In selling the retailer direct, if that is not his established policy, the manufacturer secures a temporary distribution which is demoralizing.

"I mention this because it is so closely related to the problem of hand-to-mouth buying. Our salesmen are now traveling practically twelve months a year, instead of five or six months as they previously did. This means a heavier selling cost and greater effort to secure our expected volume. It is an advantage to those manufacturers who co-operate with us; but when a manufacturer sells direct he loses the jobber's frequent representation."

CONDITIONS IN DRUG FIELD

In the drug line, it appears, direct selling on the part of the manufacturer is even more prevalent and is being met successfully by the jobbers' encouragement of small orders and frequent turnover by the retail druggist. It is the opinion of C. M. Knox, president of the Owens & Minor Drug Company, Richmond, that hand-to-mouth buying is a decided help to the drug jobbers, and that its encouragement has been the means of proving the value of the jobber's service to the retailer. While

many large retailers, as Mr. Knox explained, take advantage of the direct privilege offered by manufacturers, they are learning that, in many instances, the jobber's service has advantages, even at higher prices.

"Naturally, this condition," he said, "has brought about certain changes in our selling methods, but they are not radical. Our principal selling problem, at this time, is to meet the competition of manufacturers, and to prove to the retailer that the service we offer is worth the price.

"There are many evidences that this method is bearing fruit. One of the largest retail druggists in Richmond buys three dozen bottles of Castoria at a time from a jobber, and sells the goods before the bill is due. Of course, he could buy direct, if he placed orders for much larger quantities, but he has demonstrated that his profits depend upon small investments and quick turnover, and to secure such benefits he must patronize the jobber.

"Mennen will sell the retailer in one-gross lots at the same price the company gives us. This manufacturer offers us only 2 per cent extra on ten gross, yet we sell a great deal of Mennen's talcum and other products, and let me add that we make a profit on everything we sell. Furthermore, we are doing everything possible to educate the retailer to do likewise, and this effort is largely a result of the practice of hand-to-mouth buying."

At this point of the interview, Mr. Knox referred to some of the advertising of his company, and showed that for several years the concern has been hammering away at a dealer educational campaign. One advertisement that was typical was headed: "We make a profit on everything," and continued:

"Volume without profit is rot. Turnover without profit is rot. A druggist is less than a merchant if he does not make a profit on everything he sells."

"So many manufacturers," Mr. Knox concluded, "have adopted the policy of selling the dealer direct that none of them receives any competitive benefit through the

practice. But the policy cuts down the jobber's volume and compels him to order in smaller quantities. If the manufacturers object to this, I am sure that a study of conditions will prove that hand-to-mouth buying on the part of the jobber is almost entirely a fault of the manufacturers."

In the grocery business, according to C. D. Coleman, of the W. H. Harris Grocery Company, hand-to-mouth buying is not only a defensive measure on the part of jobbers, but it is being used by the retailer as an effective weapon against the competition of chain stores. Mr. Coleman said that the practice had very materially changed the selling methods of his company, and that the importance of the change was not as yet realized.

"But manufacturers," he added, "are beginning to realize that it is necessary for their survival to keep the service grocer alive. The jobber is absolutely necessary in this process, hence the jobber is vitally necessary to the manufacturer.

"Changes in our selling methods have been made with the idea of stimulating hand-to-mouth buying on the part of the retailer. Our salesmen are all working strenuously in this direction. We have established a cash-and-carry proposition which is working out splendidly. If a retailer calls for his goods, we will sell him any of the advertised goods at prices lower than the A. & P. stores, for instance, are charged for them. We lose money on these goods, but we count on a fair average, because many of our customers also fill in our privately branded goods at regular prices, and save us the cost of delivery.

"Otherwise, hand-to-mouth buying has changed our selling methods from a mere solicitation of orders to a carefully planned educational effort. We are doing everything we can to educate the retailer to give better and quicker service, and to buy in small quantities."

Very much the same statement was made by Walter Reiter, of Andrew Reiter & Company, Inc., of Baltimore. He declared that it

FORTY ONE and a half million dollars was spent right here in "lil' old Detroit" during the first nine months of Anno Domini 1926 for 8,945 single homes alone. The total amount of dollars spent for residential construction ran way up to \$91,379,535.



And while Detroit was at it, there were also built during the period a few odds and ends like eleven hotels, six hundred seventy two stores, fourteen office buildings, twelve banks, one hundred fifteen shops and factories, twenty eight schools, and so on.

If you have anything to sell that goes on or in a building of any kind and you aren't after this Detroit market—well—it looks pretty much as though you're practicing compulsory economy.



By the way, nearly half of all the advertising lineage that's printed in Detroit on real estate, buildings, building supplies, homes, etc. appears in The Detroit Free Press. Two other papers divide up the rest. They're welcome. We wouldn't want to print it all.



The Detroit Free Press

VERREE & CONKLIN, Inc.
National Representatives

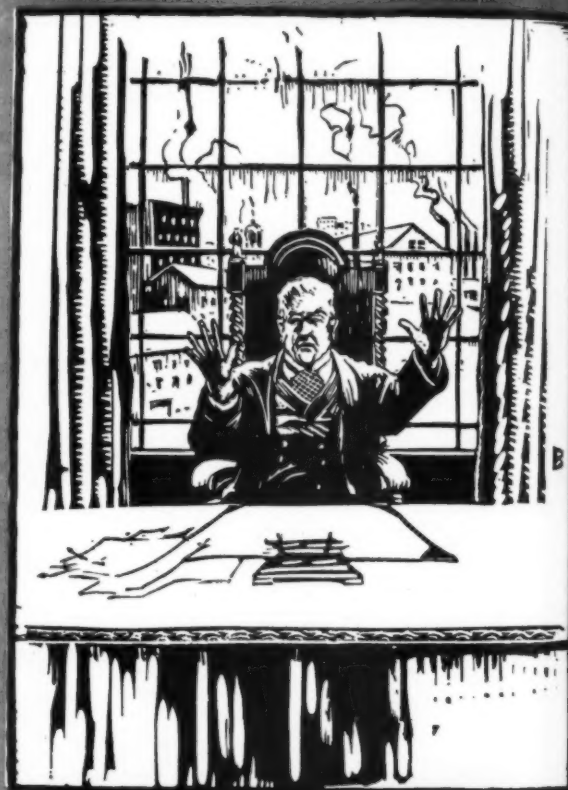
New York

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LEGEND has it that business in America was once ruled over by Titans. Wilful and masterful, the Titan blinked at facts and winked at fate.

The business world of that day was static. Men and things stayed put—especially when the Titan put them. He alone was dynamic, moving, changing. (Or so the legend said.)

Far different the business world of today—and far different the figures of business.

The conduct of business is governed by numberless forces, churning, shifting.

And the business man today carries a new responsibility—to comprehend the nature of these electric changes that influence his business.

The facts of them bear in upon him from numberless sources. To reduce the facts to their true perspective, to serve him in this New Control of his business, working chart of the new changes for 225,000 alert business executives is—

NATION'S BUSINESS

MERLE THORPE, *Editor*

Published Monthly at Washington by the Chamber of Commerce of the U. S.

is the joint responsibility of the manufacturer and jobber to do everything possible to aid the business of the independent retailer. To do this, he added, both must consider their selling problems in terms of the retailer, and he continued:

"With the retail grocery business entirely in the hands of the chain, where would the manufacturers be? I don't care to speculate on the answer to that question; but a number of large manufacturers are beginning to realize that the answer does not mean prosperity for them.

"Hence, I believe that the manufacturer should change his selling methods, as we are changing ours. Once, our principal effort was to sell the retailer, with large and future orders, if possible. Now, we are doing everything we can to show the retailer that the small order, placed frequently, is the best policy.

"Manufacturers who sell independent retailers direct demoralize conditions for both the jobber and retailer, and they are building up handicaps for their own future. They require quantity orders to get the price, and in loading up the independent they are assisting in his defeat. And the jobber and the independent need the manufacturer's help, if they are to survive."

That the prevalence of hand-to-mouth buying is largely the fault of the manufacturer, was the charge made by Myer Strauss, general sales manager of Strauss Brothers, also of Baltimore. While Mr. Strauss spoke for the dry goods business in particular, what he said applies to several other lines, according to the indications of the other interviews.

"During the reconstruction period," he explained, "hand-to-mouth buying was a temporary expedient that should have been easily remedied. But many manufacturers, unwilling to wait for the natural remedy, went direct to the retailer with price propositions, and most of them have been at it ever since.

"Naturally, hand-to-mouth buying reacts against the manufacturer; but it is a good thing for the

jobber, in meeting manufacturer competition, and hence the jobbers encourage it. Manufacturers have encouraged the retailers to attempt to buy direct, and to demand extra discounts when they buy in quantity from the jobber.

"In my opinion, the problem can be solved quickly and satisfactorily to every one if manufacturers will stay out of the direct field. It has been proved many times that the jobber can conduct the work of distribution better and more economically than can the manufacturer in the vast majority of lines. Hence, when the manufacturer attempts to sell direct, his policy is false from an economic standpoint, and eventually he finds that hand-to-mouth buying is only one of several unprofitable results that his practice has created."

William Wrigley, Jr., Income Gains

The net income, after charges, of the William Wrigley, Jr., Company, Chicago, chewing gum, amounted to \$7,609,022 for the first nine months of 1926, against \$7,558,839 for the corresponding period in 1925. For the third quarter of this year, net income was \$2,810,107. This compares with \$2,392,823 in the preceding quarter and \$2,798,383 in the third quarter of 1925.

American Multigraph Appointments

Ray Winger, assistant sales director of The American Multigraph Sales Company, Cleveland, in addition to his other duties, has taken over the post of advertising manager, succeeding The Thrift, resigned. Paul W. Sampson, editor of publications, has been made assistant to Mr. Winger.

Appoint Montreal Representative

E. C. Hatch has been appointed Montreal representative for the *Ontario Farmer, Construction*, and the *Dominion Dental Journal*, all of Toronto. He was formerly advertising and circulation manager of *Farm & Dairy*, Peterborough, Ont.

Transferred by Botsford-Constantine

Edith M. Abbot, who has been with the Botsford-Constantine Company, Inc., Portland, Oreg., advertising agency, has been transferred to the San Francisco office of that company.

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THE CLASS GROUP

comprising

HOUSE BEAUTIFUL COUNTRY LIFE
ARTS & DECORATION ARCHITECTURE
GARDEN & HOME BUILDER

...Here are five magazines devoted entirely to the subject of the Modern Home—its construction, decoration, furnishing, and equipment.

COLOR PAGES

...which we sell in this Group as a unit.....here tell *effectively* the story of the Beauty and Utility of your product to a **CONSTANT MARKET** in excess of 200,000 people, which contains at any given time a minimum of 50,000 IDENTIFIED BUYERS.

Walter C. McMillan, Inc.

565 Fifth Avenue

New York

Representatives

Travers D. Carman, 194 Boylston Street, Boston
Fred H. Ralsten Co., Tribune Tower, Chicago
Gordon Simpson, Chapman Bldg., Los Angeles



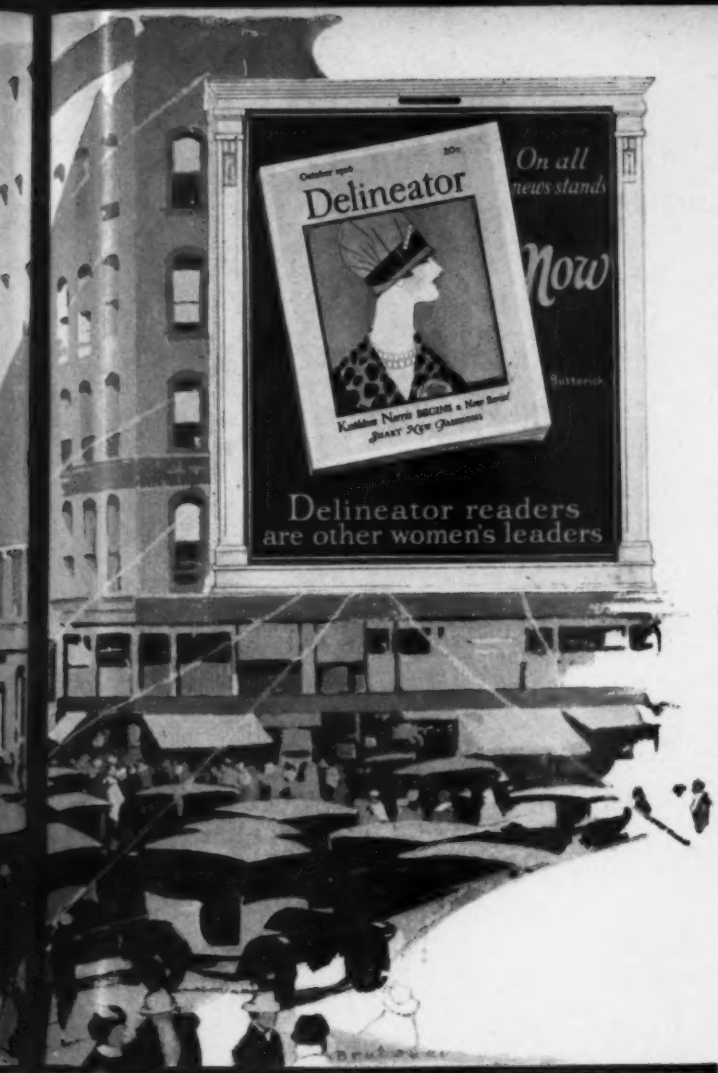
The Beautiful

BACK and forth, the great bazaar of the new world teems with fashionable human a quest that will not be brooked. Shrill motor sirens, screaming human a new authoritative voice is heard distinctly: "Delineator Readers' Advisory" men's L

One Park Avenue
New York

General Advertising

Sales Offices and other c



Attends

fashionables. The walks are alive with imperious femininity intent on human voices punctuate the din... High above the marketplace, men's Leaders!"—and Mayfair lends a careful ear.

Advertising Co

Harrison & Loomis Sts.
Chicago

es on 4 other cities

October 28, 1926

PRINTERS' INK

The PROGRESSIVE GROCER

The National Magazine of the Grocery Trade



1st 9 months beats *all* last year

43%
Increase
this year!

IN the first 9 issues this year THE PROGRESSIVE GROCER carried more advertising than appeared in all 12 issues last year. Yet 1925 had beaten every previous record.

Will the grocer read? Can he influence the sale of my product? Will he respond to advertising? The best answer to these questions is the increasing volume of advertising from shrewd, experienced manufacturers.

TRADE DIVISION THE BUTTERICK PUBLISHING COMPANY 612 Broadway, New York



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Insurance Promotion Needs Still Closer Personal Touch

Agents Tell Advertising Managers at Detroit Convention What Will Help Them and Buyers

THERE still remains many cobwebs to be swept out of the mind of the buying public concerning insurance. Agents still feel that much of the advertising material furnished them by their companies is not adapted to their needs in selling today, although insurance advertising has taken colossal strides in the last five years, they agree.

This dual theme ran through all of the meetings of the Insurance Advertising Conference held at Detroit, October 18 and 19. "What we need in insurance advertising," said one advertising manager as the final gavel fell on the convention, "is closer touch with both the man we are trying to sell and with the man out in the field selling for us. Our advertising to the public must be clothed more warmly and more attractively in human interest. We must also sell our agents the belief that we stand ready to give them specific help and counsel."

Public and agents alike want advertising material that has news value, more than one speaker brought out. Insurance advertising that is dry and technical, that is not localized in its flavor and that fails to talk in understandable language, it was emphasized over and over, is seed on barren ground. With hundreds of advertisers competing for the buyer's attention he is in a position to pick and choose. It was for that reason primarily that fire, casualty, and life agents urged advertising managers to give them material that is newsy and palatable.

Leo Thomas of Detroit, who holds the world's record for individual life insurance sales, asked for insurance advertising that will tell as complete a story as current automobile advertising. "The trouble is," he said, "insurance advertising isn't describing insurance accurately. Imposing sound-

ing names have been created for different forms of policies. We understand them perhaps. But many men don't know and don't want to know what ordinary life, twenty-payment life and these other policies mean. Isn't it time we began to tell the layman what our various policies will do?"

"Why not talk to our prospects by means of advertising so simple and understandable that they can ask intelligent questions of us? I have never used the literature furnished for me by insurance companies because my prospects can't understand it. Now the right kind of literature would make me work harder. It would make me use my head as well as my feet."

NEWS IN ADVERTISING

E. J. Schofield, vice-president of the Standard Accident Insurance Company, Detroit, stressed news value in advertising when he said that no business had as many human interest stories to tell as insurance. "Yet how many of the advertising men handling insurance today," he inquired, "actually take advantage of the facts to present to the public in a readable human-interest way the story of the business? The romance of the business, which appeals to everyone, is the thing they forget. I noticed the Postum advertising the other day. It is down to earth now and away from this old thing they have been telling us for so long that Postum is good for us. We know, all of us, what may be good for us, but we don't take naturally to that. We are naturally afraid, that's why. But if you tell us that something is really good to take, it's easy to do and it's a pleasure to do it, then that's the thing we are going to think about."

It is easier to create material than it is to get agents to use it, Alvin T. Haley, sales promotion

manager of the Southern States Life Insurance Company, Greensboro, N. C., admitted. One reason for this, he suggested, is that many agents don't know what they want.

"In newly opened territory I find there is much demand for advertising that introduces and sells the company," he said. "There is some demand for literature that sustains the prestige of a company in a community where it is well known. Most big producers care little about advertising that features the company. They are interested in literature that will help them convince men they can help solve their problems.

"Life insurance is only desirable in many big cases but it is absolutely needed in most of the small ones. The average policy sold is less than \$5,000. It is good to aid the big successful producer with tax information and analysis sheets, but it is vital to help the little fellow with health hints, budgets, etc., in making people who absolutely need protection realize it."

CO-OPERATING WITH THE AGENCY

One of the most interesting departmental sessions held at the convention was that of the Fire Group at which six or seven agents presented their answers to the question, "What is the best service the advertising departments of my companies can render my agency?" M. T. Jones of Kansas City said that his agency wanted to feel that it could have counsel on its promotion problems from advertising managers. "I will give the advertising manager the full facts concerning my situation," he said. "Then I want specific help and counsel from him. I expect the company advertising department to become my advertising department temporarily."

C. D. Willson of Ft. Wayne, Ind., asked that advertising managers do some traveling in order to meet agents. "I believe in advertising but I don't know how to advertise," he declared. "That is why I want the advertising men to come around and meet me. We

can sit down and map out a plan to cover my advertising for six months or a year." Another agent said his greatest need was for some convenient rack for holding all the folders sent him. Several asked that advertising sent them for use in their home newspapers be localized in some way. One asked for more folders along educational lines covering fireproof buildings, co-insurance and apartment occupancy.

Selling insurance is the acid test of salesmanship, Alice E. Roché of the Louis F. Paret Agency, Camden and Newark, N. J., said in explaining how her agency built its direct-mail campaigns. As such, it needs all the recognized working tools used in other selling endeavors.

The five-fold objective of the direct-mail campaign used by the Paret agency, Miss Roché explained, is (1) educating the prospect to the many uses of insurance; (2) breaking down sales resistance on the premise that vulnerability exists somewhere and that sooner or later that vulnerable point will be found; (3) making letters a body of junior salesmen who keep the agent in the prospect's mind, especially when competitors call; (4) establishing effective and continuous contacts with policyholders with a view to increasing business and reducing lapsation; (5) developing through a mailing list under this plan a "clientele," thereby establishing in the agent's and prospect's minds the professional standing of the life insurance business.

"Our direct-mail campaign is participated in by every full-time agent," Miss Roché said. "He pays a monthly fee of \$10 toward the campaign. This represents about one-half of the cost of the work done for him. As soon as an agent becomes a participant in the campaign 200 names are placed in the circularizing mill for him. These people can be of his own choosing or can be selected by us and approved by him.

"After about six letters have been sent, the agent is given the name of the prospect with a keyed

K N O W N M E R I T



STARK YOUNG

Drama



record of all the letters and complete file of them, so that he can readily acquaint himself with the messages that have gone out in his name. He then calls on the prospect. He writes the prospect and the name continues on the direct-mail list as a policyholder; or if he cannot write the man at present, but considers him worth continuing on the direct-mail campaign, the agent indicates the lines in which the prospect may be interested; or he reports the prospect for one reason or another not worth continuing on the list.

"Results to date prove that on the average when four prospects have been closed the agent's fees for five years have been cleared. The average case written as a result of our campaign is \$11,437. It has already paid us big dividends — intangible dividends in good-will and tangible benefits in business on our books."

That advertising has a distinct function in conservation of insurance as well as in the creation of a market was the thought suggested by E. C. Sparver of the Connecticut Mutual Life Insurance Company, Hartford. "Life insurance though practically one hundred years old, appears to be in the first stage of its development, highly and almost exclusively creative," he said. "We have ahead of us a problem of maintaining a safe and sound condition. Conservation is a problem of paramount importance to each of us in life insurance whether we realize it or not."

Mr. Sparver presented figures to show that 28.5 per cent of the business written by thirty-one leading companies during a ten-year period had been surrendered or allowed to lapse. The proper selection and training of salesmen has a bearing on this preventable waste, he pointed out.

"A study of conservation," he continued, "will carry the advertising manager into almost every departmental activity of his company, and this is as it should be, for he is concerned with the general welfare of the business as a whole and not only the creation of

new business and other features of general company publicity. We may think the issuance of new business in our home office is a major task. As a matter of fact only about 20 per cent of home office facilities are so employed. The major task of the company appears after the business has been created and put on the books.

"Conservation stands second in importance in life insurance only because it must follow the creation of business. It warrants all the best study and closest attention of the advertising manager."

SIGNED ADVERTISEMENTS

The plea for more human, personal advertising was sounded again as the convention closed by Verne Tucker of the Appel-Tucker Studios, Detroit. Readers go through their magazines and newspapers hopefully he stated but this is a nation of page-turners. Advertisers have plenty of competition for the reader's attention. Mr. Tucker presented the opinion that copy written by the big men in insurance companies and appearing over their signatures would be read and remembered.

Acting for a committee composed of Roger B. Hull, general counsel of the New York Railways Corporation, George B. Hotchkiss, New York University, and Robert Tinsman, president, Federal Advertising Agency, Mr. Tucker announced the 1926 winner of the John M. Holcombe cup for the best 1926 insurance advertising campaign. J. W. Longnecker, advertising manager of the Hartford Fire Insurance Company, was presented with the trophy, giving his company possession of the award for two consecutive years. The London Life Insurance Company of Canada, the Imperial Life Assurance Company of Canada and The Equitable Life Insurance Company of Iowa were given honorable mention.

Of the Hartford's advertising the committee said: "This campaign represents the most meritorious, successful and skilled achievement among all those submitted. The campaign seemed to

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To Those Whose Ears Are Filled With Cotton

There is a good deal of discussion of the cotton market. The price has declined substantially. The president and cabinet are studying the problem.

It would be futile for Dallas, America's greatest cotton center, to try to laugh it off.

It would be still more futile for any marketeer to allow the price of cotton to influence his plans without duly considering a number of other vital facts.

* * *

Texas' total of crop values this year will exceed those of 1925 by more than \$100,000,000.

For every dollar we may lose by the low price of cotton we shall gain two by tremendous increases in the volume of all crops—including cotton.

The splendid weather conditions that brought over-production of cotton, with consequent decline in price, brought such a huge harvest as has rarely been

seen before in this greatest of all states. Four times as much corn as last year; FIVE times as much wheat; SIX times as much oats.

And a million bales more cotton. Here is Texas' agricultural income from sixteen major crops, based upon U. S. Government estimates of production:

1925...\$490,766,000

1926...\$606,604,000

* * *

Production along other lines, of which live stock and petroleum are the biggest, will also show substantial gains. Industry in Dallas is active; retail sales are ahead of last year, and the bank and financial statistics are all favorable to aggressive enterprise.

The volume of national advertising in Dallas papers—especially The News and The Journal—shows steady increase and will total well over a half million lines increase for these two papers by the end of the year.

The Dallas Morning News The Dallas Journal

An optional combination

The New New England Printer

BOSTON'S LEADERS

Q. What is the first "Advertising Buy" in the daily field in Boston?

- A. The Boston Evening American (Standard Size)**
262,298 circulation
The Boston Daily Advertiser (Tabloid)
153,286 circulation
Total circulation 415,584

Q. Wherein are these papers the "First Buy"?

- A. The American leads all other Boston evening papers by more than 100,000 circulation. The Daily Advertiser holds second place in the morning field. Together, their circulation is greater than that of any other Boston daily paper or any combination of Boston daily papers.**


Q. What do you mean by combination?

- A. That space in the Evening American and Morning Advertiser may be purchased at an attractive combined rate — or separately. In combination, the re-**



Rodney E. B.
9 East 40
New

Primer



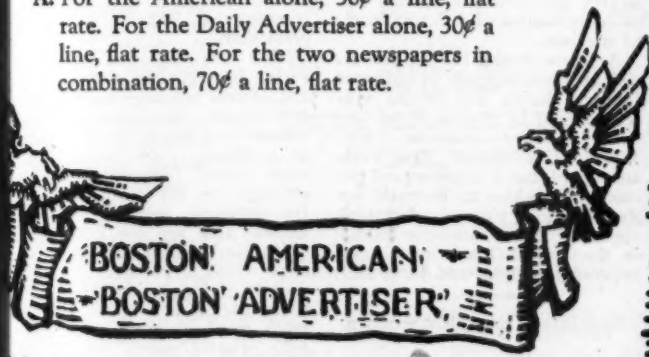
duced rate is earned if copy or lineage is used in the two papers within the same calendar week.

Q. Why this unusual privilege?

A. It is designed to meet the wishes of the advertiser. His interests may be best served by non-consecutive insertions. The combination permits a flexible schedule and frequent insertions.

Q. What about rates?

A. For the American alone, 50¢ a line, flat rate. For the Daily Advertiser alone, 30¢ a line, flat rate. For the two newspapers in combination, 70¢ a line, flat rate.



BOSTON AMERICAN
BOSTON ADVERTISER

Rodney E. Boone
9 East 40th Street
New York City

H. A. Koehler
Hearst Bldg.
Chicago

S. B. Chittenden
5 Winthrop Sq.
Boston

Louis C. Boone
Book Tower Bldg.
Detroit

be absolutely complete without a single weak link. The distinctiveness and forcefulness of the general magazine advertising are obvious at a glance, and closer analysis only reveals further qualities that command admiration. The fundamental idea is strong and constructive and is effectively presented in copy and display. The general publicity is well supported by collateral advertising, including many original and effective forms and is effectively tied up with all agents' work. The Hartford campaign deserves commendation because it not only benefits the company itself but promotes the cause of all fire insurance and fire protection as well."

The London Life advertising was commended for its "strength of newspaper display, human quality of copy and generally economical use of a modest expenditure." The Imperial Life campaign for 1926 was characterized as notable "because of pioneer use of a new medium and effective co-ordination with the work of agents." The Equitable Life of Iowa was cited for "effective use of individualized and intensive appeals and its co-ordination of different forms of mediums."

A plaque trophy for the best series of advertisements in insurance journals during the coming year was offered by *Rough Notes* and *The Insurance Salesman*. The *Weekly Underwriter*, New York, announced that it would award two round-trip tickets to Bermuda for the best single piece of advertising appearing in any insurance journal in the United States or Canada between June, 1926 and June, 1927.

Appoints Cone, Rothenburg & Noe

The Burlington, Iowa, *Hawk-Eye* has appointed Cone, Rothenburg & Noe, Inc., publishers' representative, as its national advertising representative. This appointment becomes effective November 1.

Helen Kingsley McHarg, who has been a member of the art department of John D. Boyle, Inc., New York advertising agency, is now engaged in free lance art work at New York.

Six Steps in Planning Forecasts

"HOW'S business?" as a question, is only a brief substitute for asking what are your prospects, according to Joseph H. Barber, assistant to the president, Walworth Company, Boston. The answer may be arbitrarily guessed at but, if the business man is up-to-date, he will have made an analysis of the various factors which affect his business and on these base a forecast of his prospects for the future. The methods to be employed in making this forecast were explained by Mr. Barber in a talk which he made on "Forecasting the Budget" before the recent convention of the American Management Association.

While Mr. Barber specifically had in mind preparing a budgetary forecast, the six fundamental steps which he mentioned form the basis of assembling and studying the information necessary to any kind of a forecast. "Just what does forecasting mean?" asked Mr. Barber. "Look it up in the dictionary and you will find that real forecasting is more than just the making of predictions.

"The job has two elements: First, foresight of consequences, and, second, provision against them. It so happens that mathematics and statistics aid greatly in that process of predicting. But perfect technique, sound judgment and agile strategy are the prime requisites for provision against the consequences that are predicted."

Mr. Barber then outlined the six steps which he recommends in the process of forecasting by resorting to the use of catch words. "These catch word topics, in their carefully selected order," he said are, "first, Investigate; second, Isolate; third, Accumulate; fourth, Anticipate; fifth, Co-ordinate, and sixth, Evaluate."

The Ambassador Sales Company, New York, radio manufacturer, has appointed Albert Frank & Company, advertising agency, also of New York, to direct its advertising account. Newspapers, magazines and business papers will be used.

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Let Humor Take the Sting Out of Negative Advertising

The Cartoonist Has the Ability to Make People Smile over Unpleasant Situations

By W. Livingston Larned

PICTURING and analyzing the unpleasant phases of human experience, as related to certain products have always seemed unwise to a host of advertising men and manufacturers. Why remind the home-owner, for example, that there is such a thing as leaky hose? Such campaign material might make the purchaser suspicious of all brands of garden hose, when, as a matter of fact, the majority of leakages are brought about by the owner's own neglect and rough treatment of the article he buys.

Nevertheless, there are negative ideas, familiar to most everyone, that are peculiarly adaptable to certain advertising arguments. The problem has always been to use these negative ideas without making possible harmful after-effects.

The resourceful advertiser has bridged the difficulty by a comparatively new device: He resorts to humor and the clever whimsies of the cartoonist. There is a smile behind the whip-lash. People will smile over familiar troubles and unpleasant tribulations, whereas instinctively they turn away from a serious demonstration of these same scenes. The power of the cartoon solution rests in its cunning ability to "have a laugh at the other chap's expense." This, of course, is a characteristically American custom. The cartoon is

seldom accepted as a true picture referring specifically to us: it is the misfortune of someone else. Serious illustrations and copy on the other hand, are generally taken



84%
said Michelin Tires
gave more mileage

This statement is based on facts. Our investigators secured written reports from over 1300 motorists picked at random except that they were all testing Michelin Tires against other makes. 84% said they obtained more mileage from Michelines than from any of the other makes tested.

—90—

The world's first pneumatic automobile tire was a Michelin—and today Michelin Tires — still first.

THIS LAUGH-PROVOKING ILLUSTRATION TELLS AN UNPLEASANT STORY IN A PLEASANT MANNER

to heart. They are intended to be, and become, highly personal.

Thus, some exceedingly disagreeable happenings, inconveniences and human blunders of judgment can be cartooned to the "limit" and the disposition of the reader is to smile over the discomfort and the lack of wisdom of Friend Neighbor. The lesson is accepted smilingly and with a chuckle.

The volume of negative adver-

*Average Daily Circulation of
The Cleveland Press for the 6 months
ended September 30th is*

227,856

*Largest Daily Circulation
in all Ohio!*

*Everything an Advertiser
wants!*

BREAKING all records for daily newspapers in the State of Ohio, The Cleveland Press now has a total average daily circulation of 227,856. The largest in its history, the largest in Cleveland's history, the largest in Ohio's history. A gain of 5219 in six months; a gain of 16,646 in twelve months; a gain of 26,492 in 18 months.

FIRST in City Circulation, **FIRST** in City and Suburban Circulation, **FIRST** in Total Circulation! In Greater Cleveland alone The

The Cleveland P

Detroit
San Francisco

NATIONAL REPRESENTATIVE
250 Park Avenue, New York

L A R G E S T

D A I L Y

ALLIED N
N. Michig
C U L

Press now has an average daily circulation of 183,759 — one newspaper to every English reading family!

Everything an advertiser wants!

LESS than one year ago, the leading Cleveland morning paper announced the largest circulation contest ever sponsored by any Ohio paper — offering homes, automobiles and cash awards totalling more than \$100,000.00.

The first part of October, the second evening paper in Cleveland announced a similar circulation "drive" offering prizes worth \$115,000.00.

One week later, the same morning paper which closed its first contest less than nine months ago, announced "another" similar effort, out-doing itself and the second evening paper by advertising its intention to award prizes worth more than \$180,000.00.

BUT the circulation of The Cleveland Press today is at the highest point in its entire history—larger than that of any daily newspaper in the State of Ohio—AND IT'S ALL LEGITIMATE.

Press



*First in
Cleveland*

ALLIED NEWSPAPERS, INC.
N. Michigan Blvd., Chicago

SCRIPPS-HOWARD

Seattle
Los Angeles

C U L A T I O N I N O H I O

tising, its "stinger" deftly drawn, is really rather surprising. It is a popular form, and has called into the ranks of advertising some of the foremost cartoonists of the country. The more subtle the drawings, the more satisfactory the results.

Tire manufacturers are conscious of the fact that many motorists have tire trouble. But to picture, seriously, a delay on the road and the grimy, dusty effort of removing one shoe, putting on another, would, it must be admitted, not represent desirable advertising for the trade.

Michelin magazine pages, however, skid ingeniously over the undesirable features of the idea, by means of exceedingly laugh-provoking illustrations. Mr. Average Man stands coatless and chagrined, as he feels in his vest pocket for a key that is missing. One of his tires has gone wrong and he must use a spare. The spare is locked in place. A family picnic is obviously in progress, with an exasperated and impatient Mother on the sidelines, and three small children elsewhere in evidence. Says little Henrietta to her brother: "Sh-h-h, Father's lost the key to the spare tire."

It is an admirable study in cartooned character. Not a serious stroke in the entire picture. On the nearby stone wall sits the Michelin advertising character who comments: "Spare tires aren't needed so much by people who know they have eighty-four chances out of 100 of getting more mileage from Michelin tires." The remainder of the copy, beneath the cartoon, is practical and with no turn in the direction of humor.

Any tobacco man would admit

that advertising, too deliberately suggesting that the tongue is apt to smart from pipe-smoking could scarcely prove beneficial to manufacturers of pipe tobacco. Among other things, it would be apt to frighten thousands of pipe prospects away from the idea.



A DEPARTMENT STORE WOULD HARDLY DARE USE THIS THEME SERIOUSLY IN ITS ADVERTISING BUT BY TELLING IT WITH A SMILE MCCREERY DOES NOT OFFEND

Nevertheless, certain manufacturers believe their tobaccos will not burn the tongue and that the pipe can be made a pleasant comrade. The argument is one well stocked with salesmanship. So many pipe lovers are on the search for tongue-saving tobacco.

This situation has been handled with great skill in a campaign for Granger Rough Cut, with the aid of a well-known cartoonist whose sense of humor dovetails to the last degree with his problem. Every pipe smoker will grin joyously over these illustrations and their rollicking text. There is, for example, the scene of the mariner in the bowl of a pipe, adrift at sea.

His spy glass searches the horizon and the copy reads:

"Maybe you've sailed the seven seas searching for perfect pipe pleasure. Maybe you've tried oceans of tobacco without hitting on one you can anchor to . . . but don't give up the ship. Plenty of pipe-pilots were once in the same boat."

Leaky motor car radiators are no laughing matter, and to picture and describe scenes of motoring discomfort seriously would do no good to the industry. It is far better salesmanship to picture the sunnier side of automobiling. But a manufacturer of a product such as "X-Liquid," used to repair leaking radiators, can't very well use illustrations of motor cars that do not need the article.

A SMILE SAVES THE DAY

The cartoonist changes the status entirely. He brings a smile with the ugly truth. Two men frantically do their best to fill a radiator, but as fast as the water is put in, it gushes out again. The car is ten miles from the railway station. Good fun in this little story: "Rich Aunt Tillie's train arrives and Nephew fails to meet her. Tragic for Nephew."

A dramatically serious drawing of a man, whose rear tire has gone flat along a distant country road, would certainly present an unpleasant motoring suggestion. The cartoonist, in a series of laughs for The Dexter Rubber Company's product, tire-repair equipment, rollicks around his subject with harlequin ease. He sees the "funny side," only. Mr. Grouch shakes his fist at the flat tire and is vocally emphatic: "I s'pose you think you're funny (speaking to the tire) blowing out on me when I haven't got a spare along. Smarty!" And the reader has encountered just such types as Mr. Grouch. Perhaps he, himself, has felt that way on the subject of flat tires.

Mention has been made of garden hose. Consider now a specific hose campaign—that of the Electric Garden Hose. Here is a campaign illustrated throughout with unusually well-constructed and

thought-out cartoons. Now the object of this advertising, unquestionably, is to impress the homeowner with the fact that not all garden hose is the same in quality and that it pays to purchase a quality article. The humor which has surrounded the various studies of leaky hose is always intensely real and based on actual happenings. It is such innocent fun, and so merrily staged, that there can be no possible complaint.

When we see "Bartlett Sims," in a frock coat and striped trousers, on the lawn of his home, surrounded by interested neighbors and newspaper reporters taking notes as he waters the grass with a perfect length of Electric Hose, we smile. For he "gives a public demonstration, proving that watering the lawn is not an old clothes job."

Yet, many of the cartoons have pictured unhappy people doing their best with leaky hose, under conditions exceedingly funny. Once more the sting of the negative approach is deftly removed. The same situations, seriously handled, might easily prove objectionable to the trade.

There have been brake lining illustrations, vividly portraying what takes place when a car is unable to stop "in time," with wreckage, dying people and the other necessary adjuncts of a negative advertisement. These drawings caused the reader to shudder with apprehension. This same thing might happen to him and his family and his car. It painted a mental picture not easily erased, because the connection was so personal and intimate.

In Rusco Brake Lining advertisements of recent months, however, the cartoonist took the place of the realist and the story is told negatively, yet with a humorous and palatable slant. There are such illustrations as the woefully frightened car owner, at the wheel, while a big, burly policeman, head thrust through the open door, asks him what it's all about. In a subtle manner, the fright element is introduced.

It is important, in advertising a new type of Mazda lamp, to make

The Old Story That Never Ends . .



.... "What is new?"

A Phenician* trader resting in the grateful shade of a date tree . . .

A Hansa** merchant turning from the routine of his stuffy counting room.

A U. S. business man comfortably settled in an easy chair before dinner . .

—Centuries apart, yet alike in many interests, ambitions. One such interest goes unchanged through every civilization. It is the quest of: "What is new?"

Paging the World

—As the world grows and changes, business men, scientists, educators, average folk—women as well as men—must find new ways to bring the world home to themselves.

*Men of Phenicia were principal rivals of Romans for commercial mastery of the ancient world. Carthage, recently uncovered by Count de Péclos, was a Phenician colony.

**Traders of German towns, shrewdest business men of their day; formed the Hansatic League, which flourished as a medieval politico-commercial federation in 12th-14th centuries.

That is TIME's feat. TIME is not built on the sands of changing public taste. The only U. S. newsmagazine, it becomes more a necessity with every day's widening of world affairs.

While many publications, syndicates, madly search for spotlight features, TIME smoothly proceeds with the narrative of what's done every week. TIME thrives on human events. It is colorful, complete—but concise, too, no words wasted.***

Not Fickle

Your advertisements appear alongside such content—and all advertisements [save the cover and page one, of course] are opposite or beside the editorial story. The fact that readers pay \$5 per year is proof of their singleness of purpose to get the newsmagazine. TIME never has made a premium offer.

*** Subscriber Charles D. Hilles, New York: "Culled with particularity by men who have a sense of proportion."

TIME

THE WEEKLY NEWSMAGAZINE

To Press Tuesday

To Readers Friday

ADVERTISING MANAGER

Robert L. Johnson, 23 W. 45th St., N. Y. City

These are TIME's circulation stair-steps:

March, 1923	9,500
March, 1924	34,056
March, 1925	81,925
March, 1926	107,234
: and now	127,000

comparisons with older lights and with the history of lighting as it used to be, in the olden days. The negative subject instantly suggests itself. There are such scenes as the poky, stuffy and ill-lighted parlor of our grandfather's period, when there was a mild battle to secure the best place. The artist manages so deftly to inject humor into the types in scenes of this homely character, that you smile and nod your head. Yes, you remember. It was exactly that way. Humor covers up the frankness of the comparison and its more brutal memories.

Here is a very funny picture, in pen and ink, of Father, in his shirt sleeves, cranking the old car, while mother and daughter pass caustic criticisms. "Don't ask Daddy why" interjects the headline, followed by: "Dad knows, all right—but he's not going to let you have anything on him. Spark plug negligence is an evidence of inexperience, and Dad knows it." And in this breezy manner, a Splitdorf spark plug series touches on negative situations of the motorist, highlighted and relieved by cartoons.

The department store of Jas. McCreery & Company, New York, in a localized magazine series of pages, has shown the possibilities which are inherent in this basic plan. All of the ideas are negative and quite noticeably so. Those difficulties and vexations which shoppers experience in some stores, are flashed under a brilliant limelight. Handled in any other way, they would have antagonized the public and all merchants, the country over.

The illustrations are a "scream." Mr. and Mrs. Buyer stand at a store counter, vainly endeavoring to attract the attention of someone to wait on them. Four women clerks are gossiping in a little knot, some distance away. Who has not "been through this"? It is a common occurrence.

The text handles its part in this vein: "A good loud cough if persisted in long enough will generally attract the attention of the sales force to your presence. But if you have a long shopping list, your

throat is apt to get pretty raw. At McCreery's you find the kind of quick and attentive service that makes coughing unnecessary, and that sends you home with your larynx functioning at normal."

Just as funny was the cartoon of the greatly embarrassed gentleman in the presence of an aloof, dignified and contemptuously inclined clerk, who, with nose in air, is registering disgust because the customer wants a cheaper article.

No serious drawing could be made, intimating that conditions such as this exist in the modern department stores. The cartoonist has greater license. The McCreery copy weaves neatly into the fun fabric of the illustrations: "Are you sometimes made to feel when you murmur that you'd like something less expensive please, that you have injured the salesman's dignity and that he really isn't used to dealing with customers like you?"

Some rather harsh things can be said if they are said with a smile. Severe lessons can be delivered and serious sermons preached, in advertising campaigns, provided the thing is done good-naturedly and with a minimum amount of the old scare copy.

J. W. Allan Heads Newspaper Service

J. W. Allan, managing director of the Associated Dailies of Florida, will resign from that organization on December 31, 1926. He has been made head of The Allan Associates, Jacksonville, Fla., which has been organized to conduct a service for the selling and buying of newspapers, the installation of plants and systems, etc.

Congress Cigar Profits Greater

The Congress Cigar Company, New York, La Palina cigars, reports a profit of \$1,727,362, after charges, for the first nine months of the current year. This compares with \$1,473,728 for the similar period in 1925.

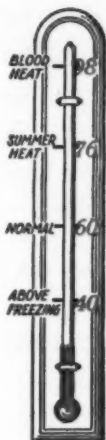
Joins Lyddon & Hanford

Miss Jeanne Stevens, formerly with the J. Walter Thompson Company, has joined the New York office of the Lyddon & Hanford Co., advertising.

John T. McKnight has been made advertising manager of the Cle Elum, Wash., *Minor-Echo*. He was formerly with the Seattle, Wash., *Times*.



The Telephone and the Thermometer



Indispensable

A magazine I could not do without

Necessary

A magazine I read with regularity

Interesting

A magazine I enjoy, but do not read regularly

Mild Interest

A magazine I approve and read occasionally

WE describe herein a thermometer test of magazine reading habits. It was conducted under a scientific plan by which 41,000 names, selected from telephone directories in all parts of the country, provide an accurate cross-section of American opinion.

The Replies Are All From Telephone Subscribers

BEAR this qualification in mind: The test we describe was made exclusively among telephone subscribers, because telephone homes make up the major market for nine out of ten of the commodities advertised in magazines. For eleven years the Literary Digest has concentrated its circulation efforts upon the telephone market, which consists of 9,809,063 families.

It is reasonable, therefore, that an exact test of that market should show that The Digest is relatively stronger there than any other magazine of large circulation.

A similar test among families *not having telephones* would naturally show other magazines exceeding The Digest.

To 41,000 names, covering all states and communities of every size in correct proportions, was mailed a letter and a card known as the "Thermometer Card."

Nowhere on either letter or card did the name of any magazine appear. The return address was that of an independent statistical organization.

Scientifically Conducted

THE persons addressed were asked to write on the Thermometer Card the names of the magazines they read, under these classifications:

Indispensable. A magazine I could not do without.

Necessary. A magazine I read with regularity.

Interesting. A magazine I enjoy, but do not read regularly.

Mildly Interesting. A magazine I approve and read occasionally.

The qualifications were inserted in order to make the test comprehensive, bringing forth mention of magazines read casually, and also making clear distinction between *regular* and *casual* readers.

The efficiency of the method is shown by the fact that in the replies 775 different publications were mentioned. It gives a true picture of the reading habits of a great and diversified population.

These salient facts were brought out:

1. The Digest leads all magazines in number of regular readers in the telephone market who regard it as "indispensable" or "necessary."
2. When you add the number of occasional readers to the regular readers, only two magazines have a higher total vote than The Digest. Although these magazines have 50% more circulation than The Digest, they have less than 16% more readers—regular and casual—among telephone subscribers.

The Results Confirmed

STRIKING confirmation of the Thermometer Test has appeared from an independent source. The Bureau of Business Research of New York University recently made an inquiry on magazine reading in 25 cities, addressing 25,000 names taken from telephone directories. The five leading magazines as shown by their results are the *same five* which lead in the results of the Thermometer Test.

Not only that, but a similar Thermometer Test, conducted by The Digest two years ago, brought replies which form a striking parallel. The five magazines which led in popular votes in the 1924 test are again the first five in 1926.

Send for the booklet in which the Thermometer Test is described in detail, and exact figures shown for the ten leading magazines in the telephone market.

The Literary Digest

Advertising Offices:

BOSTON
Park Square Bldg.

NEW YORK
354-360 Fourth Ave.

CLEVELAND
Union Trust Bldg.

DETROIT
General Motors Bldg.

CHICAGO
Peoples Gas Bldg.

Training Salesmen to Make Sound Advertising Presentations

Too Often, Salesmen Paint a Distorted Picture of What the National Campaign Will Accomplish

By F. H. Wellington

General Manager, South Bend Watch Company

ENTHUSIASTIC salesmen, salesmen whose loyalty to and faith in their house is unquestioned, salesmen with an ability to inspire every customer upon whom they call, salesmen who are alert to opportunities and possess an abundance of initiative, are the delight of every sales manager.

Yet, I often wonder whether or not certain sales managers have an idea of the word-of-mouth misrepresentations made by their most prized salesmen—especially when it comes to a discussion with a customer of the advertising campaign which the firm is carrying on.

Advertising is a powerful weapon and growing more so. Its value in making the salesman's task an easier one, in converting, or at least partially converting a prospect is unquestioned. Nevertheless, an overly enthusiastic salesman, inspired by the carefully planned advertising campaign of his firm, more often than not counteracts and nullifies the greater part of that advertising effort by painting too glowing a picture of the results which will follow. Because of their exaggerated enthusiasm, salesmen are apt to endeavor to lead a retailer to believe that the firm's advertising campaign will actually drive patrons into the store, and insure a tremendous additional business at once.

This misrepresentation on the part of salesmen results in the customer expecting far more of the advertising campaign than was ever planned for it or anticipated. When the advertising fails to accomplish all that the customer expects, disappointment naturally follows. The advertising, because of its failure to live up to the ex-

aggerated promises of the salesman, instead of winning the customer and binding him more closely to the house, convinces him that he has been mistreated and makes him less friendly than before.

That I may not be misunderstood, let me repeat here and now that the advertising campaign of the firm is, in my opinion, one of the greatest selling forces that may be employed. The harm comes through the misunderstanding created in distributive circles by the sales force.

Therefore, it becomes easy to understand why, in training our sales force, we strive to impress upon each salesman not only the general plan of the whole advertising effort, but so to familiarize him with all its details that the picture he presents to his customers will be a truthful and fair one—a program that will be lived up to in every respect. By so doing, the salesmen in talking advertising to their trade aim to hook up each dealer to the big general campaign and thus help each dealer to obtain the greatest local benefits from the expenditures made by the manufacturer.

PORTFOLIO FOR EACH MAN

Each of the South Bend Watch Company's salesmen is provided with portfolios showing the advertising campaign in all its many ramifications. This portfolio shows color proofs of the general national magazine copy, the newspaper series of advertisements, the dealer helps, the mailing literature provided upon request for the dealer, reproductions of posters, window displays, etc. With such a kit, each salesman is prepared not only to explain to his trade

what the manufacturer is doing to push the product, but the dealer can see for himself the volume of material that has been prepared and to appreciate more fully what it all means to him.

Instead of our salesman approaching a customer and saying: "The firm is spending millions of dollars in magazine and newspaper advertising," he opens his portfolio, displays the proofs of the advertisements and calls attention to the fact that this series of color advertisements runs in this specific list of magazines at a total cost of so many dollars, and that this group of newspaper advertisements runs in a specific list of newspapers with a circulation of so many millions, at a cost, for the whole, of so much money. Thus, the picture he paints is accurate. He can enthuse over the pictorial or typographical display, he can stress the dominant note in the whole campaign and explain why it was chosen, but he is not apt to misrepresent or exaggerate. He certainly will not lead the dealer to believe that once the manufacturer's campaign is under way, success for that dealer is bound to follow and that the dealer's only worry need be that his doors are not strong enough to stand the assaults of the buying public.

Tactfully and yet forcefully, our salesmen are trained to display the contents of their portfolios and to show each dealer just how he can hook up his local place of business to the big national campaign that will soon be under way. For instance, the salesman is able to show Mr. Dealer how he can inject the dominant note of the national campaign copy into such copy as he prepares for his local newspaper. In many cases, proofs of some of the advertisements are left with the dealer so that he may, if he chooses, lift some of the manufacturer's copy and thus even more closely link up his local advertisements with that which the manufacturer is running.

The salesman explains carefully how the dealer helps are to be used. He instructs the dealer in

detail as to how his windows can be dressed to link up the manufacturer's product with the magazine or newspaper advertisements which will be appearing at certain specific dates. For instance, if the national copy in a certain month is to suggest watches as gifts for Christmas or the graduation season, the dealer, if properly informed, can utilize the same appeal, at the same period of the year, in his window displays.

Window cards or cut-outs for the display of the merchandise itself are all fully explained and the dealer is urged to make use of the mailing literature in circularizing his customer list. Where a dealer is found who has no proper list, the salesman instructs him how to prepare one. Such a service is much appreciated by the dealer. It wins and holds his good-will. It's a little thing to do and yet one which may mean a tremendous lot to the house as time passes and that dealer's business expands.

SELLING PRESTIGE

While displaying the advertising proofs in his portfolio, the salesman has a wonderful opportunity to impress upon the dealer the prestige which will accrue to him personally through becoming known as the merchant who handles our line. No man is so wholly lacking in egotism that he will not react to a suggestion that his particular store can be thus linked closely into a big national advertising campaign. In many instances, through his intimate knowledge of other dealers in the territory, the salesman is able to cite specific instances of merchants who built up such prestige for their establishments by this very method.

Several of our salesmen have voluntarily started what might be termed "Suggestion Books"—little note books in which they jot down merchandising ideas that come to their attention, unique window displays, attractive special sales plans, etc. As time passes, these little books fill up with valuable sales information, most of which

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is just as usable by any dealer in any locality as it was by the dealer who originated it. When a dealer is doubtful about just how to display a certain new item in the line, or in need of a sales plan for a coming month, the salesman has only to refer to his little "Suggestion Book" and he is prepared to suggest, not only one or two good ideas, but perhaps a dozen or more.

Since it is a fact that the dealer comes to regard the salesman calling upon him as the direct representative of the house for which he travels, it naturally follows that the firm profits considerably in good-will by just such methods. More and more dealers come to appreciate that the salesman they are accustomed to see at regular intervals is a traveling storehouse of valuable ideas and soon his visits are eagerly looked forward to. It seldom happens that such a salesman finds the dealer too busy to see him.

Indirectly, but none the less clearly, the dealer is impressed with the fact that our sales force, and more particularly our advertising department, is maintained for his benefit and that the more use he makes of it, the greater his success is bound to be. Take, for example, the subtle way in which one of our salesmen, in talking to a certain dealer, emphatically registered the dollars-and-cents' worth of our dealer mailing helps. This dealer was contemplating sending out to his customer list a little booklet describing a certain line of merchandise and had figures from his local printer showing that only a few hundred of the booklets would cost between \$20 and \$25. The salesman quickly produced from his portfolio one of the stock booklets we prepare in quantities for the dealer's use. The illustrations and text of this booklet covered exactly the sort of merchandise the dealer was about to exploit. Because we send our booklets to press in huge quantities, we are able to furnish the dealer with limited quantities of them free of charge with a small

order of the merchandise. The salesman pointed out the saving the dealer could make and, as a result, secured the additional order for goods and, at the same time, saved the dealer at least \$20 in cash besides providing him with booklets of a decidedly better quality than he probably could have obtained locally.

Obviously, the dealer's appreciation of our advertising increases the salesmen's respect for it and today our entire sales force is convinced that the presentation of our advertising program in a fair and unexaggerated fashion is the proper thing to do. Men who formerly were inclined to boast and exaggerate—to talk in glittering generalities and promise impossible sales results—have seen the light and are now most modest in their claims.

Presentation of a true picture of what the advertising is aimed to accomplish—one that includes showing the dealer specifically what he can do to link up his business with our advertising campaign—will result surely and certainly in dealer satisfaction and renewed confidence in our institution.

Actual experience proves that this is the only safe and sane policy—that such a policy promotes the best interests of the dealers, the sales force and the house itself.

Cosmetic Account for Roche Agency

The National Toilet Company, Paris, Tenn., manufacturer of toilet requisites and creams, has placed its advertising account with the Roche Advertising Company, Chicago. Newspapers in the Southern and Western States will be used chiefly for this account.

"The Architectural Record" Appoints T. A. Tredwell

Thomas A. Tredwell, formerly with the advertising department of the Jewel Tea Company, Inc., Chicago, has been appointed Western representative of *The Architectural Record*, New York.

Sidney R. Carr has been placed in charge of the direct-mail department of the Daken Advertising Agency, Seattle.

Copy the Greatest Force in Advertising, Says Curtis

Publisher Would Have Agencies Make It More Natural; Calls for Better Space Buying

"FOR many years I have been searching for that indefinable something that makes real advertising copy. I have searched for it because copy is without a doubt the biggest thing in advertising."

Thus declared Cyrus H. K. Curtis, president of the Curtis Publishing Company, in an address in Chicago last Thursday before a luncheon given by the Western Council of the American Association of Advertising Agencies to the publishers attending the annual convention of the Audit Bureau of Circulations.

Mr. Curtis complimented the advertising agents on their success in helping build and maintain the present huge volume of advertising. He told them they were largely responsible for what had been done in waking up the American business man to the need and value of continuous and consistent performance in selling merchandise by means of the printed word. Now that advertising may be said to have arrived, he reminded the agents that it is largely within their power to make it function and yield to the full limits of its capabilities. As a means of conveying this signal service he would have the agents give particular attention to copy and to space buying.

"Good copy," Mr. Curtis declared, "is not so plentiful after all, these days. What I mean by 'good' is that the copy shall attract attention of a kind that will cause the company's advertisements actually to be looked for by its customers. It is only now and again that you see copy that has a personality of its own, so to speak, that will cause people to wait for it and hunt for it as a matter of interest.

"When I was a boy in Portland, Me., I hunted through every issue of a local newspaper to find the advertisement of a certain department

store. It interested me. It was something that I wanted to read. The advertising manager who wrote that copy was so successful that he attracted the attention of John Wanamaker, with the result that Mr. Wanamaker persuaded him to sell his business and go to Philadelphia to take charge of the Wanamaker advertising. Five years later he went back to Portland, again secured possession of his former store and built it into the largest department business in that part of the country. He did this through the forcefulness and utter originality of his advertising.

"His advertising was successful because it was a style that was entirely natural and, therefore, new. When he was in Philadelphia many women would not buy a newspaper unless it contained one of the Wanamaker advertisements. When you can get advertising to working this way you have something."

Mr. Curtis said that the reason much advertising copy lacks the quality that makes people look for it is that it is not natural. In other words, when the writer comes to put his thoughts on paper he does not reflect himself.

TALKING COPY

"Many a time," Mr. Curtis said, "I have been talking to a man who spoke perfectly wonderful advertising copy. I have told him that I wished I could have had a Dictaphone handy or some other mechanical contrivance whereby the spirit of his presentation could ultimately be transferred to paper.

"Generally the man has told me, 'I'll write it for you.' But when he wrote it, some way or other, it was different. It did not reflect what the advertising man really felt. I can conceive of no greater service for advertising than that the agencies should develop copy

7 x 10

is the size by miles
of the District
of Columbia.

Into this 7 x 10
is packed 527,887
people.

They eat—drink—
buy—laugh and live.

AND 106,649
of them buy

The Washington Times
and Herald
every day.

Go after their patronage—
it pays!

Hobson, New York; Crawford, Chicago; Franklin Payne, Detroit.



Ross Crane

"Creator of Better Homes"

in

BETTER HOMES and GARDENS

BE

DES

ROSS CRANE, director of the American Homes Bureau and noted authority on interior decoration, has joined the staff of Better Homes and Gardens editors.

Beginning with an early issue, his articles on "Home Furnishing and Decoration" will appear exclusively in Better Homes and Gardens every month—practical, authoritative stories covering every phase of home interior planning.

"Who's Who in America" says about Ross Crane—

Architect, Decorator, Art Critic and Lecturer.

Six years Director of Extension Department of Art Institute of Chicago.

Founder of Better Homes Movement and Better Homes Institute.

Author of "The House and Home Builder," "Home Furnishing and Decoration."

Educational Director of the American Homes Bureau.

Leading newspaper and magazine critics have called him:

"The Man who Paints Pictures with Furniture."

"The Better Homes Evangelist."

"The Art Institute in Boots."

"The Man who makes Beautiful Things Useful, and All Things Beautiful."

"The Apostle of the Hearthstone."

850,000 Circulation Guaranteed

BETTER HOMES and GARDENS

Advertising Offices:

DES MOINES

NEW YORK

PHILADELPHIA

CHICAGO

ST. LOUIS

KANSAS CITY

MINNEAPOLIS

SAN FRANCISCO

writers who will be altogether natural and unstilted when they write."

Another big service which Mr. Curtis would have the agents render American business is to maintain really efficient space buying departments.

"It would be a wonderful thing," he said, "if every space buyer could be of the high-class, intelligent type who can properly consider the needs of the client. To my mind there should be no higher paid man in the advertising agency than the space buyer. He should have ability enough to be able to visualize the needs of the client and thus give a proper setting for the good copy."

Mr. Curtis' address, although only about ten minutes in length, was the feature of the event. The other speakers were confined to five minutes each.

Roy S. Durstine, of Barton, Durstine & Osborn, New York, and president of the association, hailed the luncheon as an opportunity for agent and publisher to get together for the good of advertising as a whole, with the idea of making it "more sensible and more economical."

It was the idea of James O'Shaughnessy, executive secretary of the association, that advertising today is the smoothest and most efficiently operating mechanism in all the history of business and industry.

"You publishers," he said, "have given us this wonderful machinery for the selling of merchandise, thus justifying our faith in the business of America."

Merrill C. Meigs, publisher of the Chicago *Herald & Examiner*, complimented both publishers and agents on their success in getting together on certain essentials for the successful carrying on of advertising. Contract forms and rate cards, he said, are now greatly simplified. The agents do not attempt so much to tell the publisher what he can and cannot do, and the latter, on his part, is just as responsive to the new spirit of things in his rate card.

"I wish," said O. C. Harn, presi-

dent of the Audit Bureau of Circulations, "that Secretary Herbert Hoover could be here to see this great gathering of business men. He long has been trying, and properly so, to persuade American business to regulate itself to the end that abuses might be eliminated and the need for Government intervention be lessened. If he could be here he would see a notable example of some of the greatest business forces in America voluntarily getting together and imposing upon themselves certain rules and restrictions for the common good."

Henry D. Sulzer, chairman of the Western Council of the association, presided, and James W. Young, vice-president of the association, was toastmaster. Nearly 1,000 people attended, making the event the largest of the three annual luncheons thus far given by the association.

New Train Successfully Introduced by Advertising

A week before the Pennsylvania Railroad put on its new train, "The Red Arrow," running between New York and Detroit, it advertised this addition to its service in the daily newspapers of Philadelphia, New York, Baltimore and Washington. An illustration pictured a man shooting a huge arrow at a target on which was the word "Detroit." The copy was a concise statement regarding the day the train would be put into service and its schedule.

As a result of this preliminary introduction to the public of the new train, the Pennsylvania reports that on its maiden run, the "Red Arrow" carried a total of 193 passengers.

Cincinnati Agency Council Adopts New Meeting Plan

The Advertising Agencies Council of Cincinnati has adopted a new plan for its meetings. Each agency in the council is to take charge of one meeting during the year. The meeting place is to be the office of the agency, which will supervise the program and speaking arrangements.

T. G. Brooke to Start Own Business

Truman G. Brooke, for the last four years vice-president of Burgess-Brooke, Inc., Minneapolis, mail advertising service, has resigned to start an advertising business under the name of the Brooke Advertising Service. Offices will be opened November 1 at Minneapolis.

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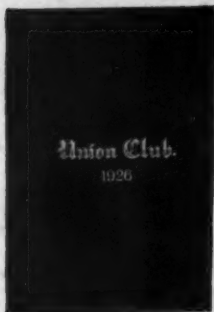
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Oct. 28, 1926

PRINTERS' INK



Members of this Club are distinguished for wealth and social prominence

To five hundred of them we wrote simply "Do you read Judge?" Of all who have thus far replied

69.6% read Judge

Moreover, nearly every one of these prominent clubmen wrote that his family *all* read Judge.

Besides the Union Club, results have already been announced from identical tests of the Yale, Harvard, and Racquet Clubs. In about a fortnight, we will publish the poll of a fifth exclusive New York Club, the Bankers Club.

Total returns to date from members of Yale, Harvard, Racquet, and Union Clubs show a combined average of 70.5% reading Judge.

Will your article appeal to people of this class?

Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago



....and it's just as
silly to ever be
without



**SMITH
BROTHERS**
COUGH DROPS

5¢

A Mass Product

PPRINTERS' INK of September 28th, 1922, printed an interview with Mr. J. S. Bates, Vice-President and Sales Manager of Smith Brothers. The article stated that the first Street Car advertising of Smith Brothers appeared in three States during the winter of 1920 and that since 1920 Street Car advertising has been appearing in every city of every State. During the interview, Mr. Bates stated—

"Our business is larger this year than any year in our history."

The advertising of Smith Brothers has continued to appear in the Street Cars of every city, and on March 14th

STREET RAILWAYS



Children love
this protection
against colds

Absolutely pure



**SMITH
BROTHERS**
COUGH DROPS

5¢

Oct. 28, 1926

PRINTERS' INK

Yes! Real
throat protection
in crowded places

**SMITH
BROTHERS**
COUGH DROPS

Mass Medium

1924, their National service was renewed for 5 more years.

On October 7th, 1926, Mr. Bates said—

*"Last year was the biggest year we ever had, and
this year is running ahead of it."*

An interesting part of this story is the fact that the only
Street Car advertising contract that may have been *sold*
by Smith Brothers was the first one, for three States, in 1920.

The contract for the entire country and its renewals were
bought because of *their own evidence* of the value of Street
car advertising.

ADVERTISING COMPANY

917,000,000
used last year!

**SMITH
BROTHERS**
COUGH DROPS

**First
in paid
circulation**

NATIONAL PETROLEUM NEWS

Member: A. B. C., A. B. P.



Edited from
608 Bank of Commerce Bldg.,
Tulsa, Oklahoma
360 North Michigan Ave.,
Chicago, Ill.
342 Madison Ave.,
New York, N. Y.
608 West Bldg.,
Houston, Texas
628 Petroleum Securities Bldg.,
Los Angeles, Cal.

Published from
812 Huron Road,
Cleveland

THE PAID subscription list of National Petroleum News is the largest ever attained by an oil publication and every subscription is fully paid in advance.

Because
FIRST IN READER-INTEREST

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A Supreme Court Decision of Promise to Advertising

The Outcome of the Chemical Foundation Case May Mean More Advertising

*Washington Bureau
of PRINTERS' INK*

WHILE the recent Supreme Court decision in the case of the United States versus the Chemical Foundation has been widely discussed, one of its most important phases appears to have been overlooked. The fact is that the questions involved in the suit have constituted a menace to the dye, pharmaceutical and alkaloidal drug industries of this country ever since the war.

According to the decision, suit was brought by the United States in the District Court for Delaware to set aside sales made by it to the Chemical Foundation of a number of patents, copyrights, trademarks and other similar products, seized pursuant to the Trading with the Enemy Act and other acts.

The complaint, so the decision also relates, alleges that a number of domestic manufacturers, as a result of war conditions, had been able to combine and monopolize certain chemical industries in this country; and, fearing that at the end of the war German competition would destroy the monopoly, they conspired to bring about transfers and sales of the patents at nominal prices to themselves or to a corporation controlled by them; that the patents so obtained would control the industries in question and perpetuate the monopoly, and that the sales were procured through the fraudulent deception of the President, the Alien Property Custodian and other officials.

The answer denies conspiracy and fraud, and asserts that the transfers were made in good faith and pursuant to law and that they are valid. The District Court for Delaware dismissed the complaint, and its decree was affirmed by the Circuit Court of Appeals. Both

courts found that no unlawful scheme, combination or conspiracy was shown, and that there was no deception or fraud. And now the Supreme Court has practically affirmed the decree of the lower courts, modifying it only in regard to costs and non-essential items.

The final decision then explains that the chemical industries concerned are closely related to the production of explosives, gases and other things directly used in waging war as well as in the production of dyestuffs and medicines essential to the welfare of the people. "At the outbreak of the war many necessary medicines and other substances as well as most of the dyestuffs used in this country were imported from Germany or were manufactured under patents owned by enemy Germans. The amount of such things here produced was small. Importations were hindered by the blockade and ceased when this country entered the war. To meet the demand numerous plants were developed and by 1919 chemicals, dyestuffs, medicines and the like were being produced here in large quantities. A number of associations of manufacturers were formed for the advancement of such industries; they included in their membership the producers of nearly all the dyestuffs and like chemicals made in this country."

It is further related that the Chemical Foundation was incorporated in February, 1919, under the laws of Delaware, and that the certificate of incorporation discloses that it was created and empowered to purchase enemy patents seized by the custodian, and to hold the "property and rights so acquired in a fiduciary capacity for the Americanization of such industries as may be affected thereby, for the exclusion or elimination of alien interests hostile or detrimental to the said industries, and

for the advancement of chemical and allied science and industry in the United States"; to grant to the United States non-exclusive licenses to make, use and sell the inventions covered by the patents, and also to grant like licenses, on equal terms and without advantage as between licensees, to American citizens and corporations under control of American citizens.

Another important point covered by the decision is the fact that the custodian was authorized by the Department of State to sell at private sale to the Foundation without advertisement all patents found to relate to the objects and purposes of the Foundation as expressed in its charter. These orders contained a statement of the reasons therefor in the public interest.

Briefly they were: that the patents could not be sold to the best advantage at public sale after advertisement; that the Foundation had been incorporated to hold the patents as a trustee for American industries affected by the patents, to eliminate hostile alien interests and to advance chemical and allied industry in the United States, and that it was obliged to grant non-exclusive licenses upon equal terms to qualified American manufacturers and was empowered to grant free licenses to the United States; that the public interest would be best served by a wide use of the inventions, which most readily could be promoted by licenses which the Foundation was obliged to grant; that a private sale would prevent the patents from falling into the hands of purchasers unwilling or unable to use the inventions or who would use them for speculative purposes; that it would be impossible to make a public sale that would secure these benefits, and that a private sale would avoid unnecessary expense, delay and inconvenience.

All of this, and much more of a technical nature contained in the decision, indicates the wide extent to which the industries concerned were hampered and menaced by the uncertainty regarding the

validity of the sale of German patents. In discussing the case last week, Joseph I. McMullen, Lieutenant-Colonel, Judge Advocate, U. S. Army, emphasized the finality of the decision, in that it terminates every German claim to the ownership of the patents, and pointed out the following statement of the decision:

"The former enemy owners have no claim against the patents or the proceeds derived from the sales. It makes no difference to them whether the consideration paid by the Foundation was adequate or inadequate. The provision that after the war enemy claims shall be settled as Congress shall direct conferred no rights upon such owners. Moreover, the Treaty of Berlin prevents the enforcement of any claim by Germany or its nationals against the United States or its nationals on account of the seizures and sales in question."

Col. McMullen is also chief of the Central Patent Section of the War Department, and secretary of the inter-department patent board. For more than six years he has studied the case from every angle and is particularly interested in the probable influence that the decision will have in rapidly developing the industries concerned.

"In 1913," he continued, "this country had only eight concerns producing dyes from partially manufactured chemicals produced in Germany, and they were making only about 5 per cent of the dyes we used. German manufacturers had practically a monopoly of the dye business in this country. They paid no duties, and we were forced to import from Germany more than 90 per cent of our dyes, alkaloidal drugs and similar products.

"While the German processes for the manufacture of these products were patented in this country, the patents were not used here. In other words, the American patents of the German manufacturers were responsible for their monopolies in this country.

"When the war came on, our importation of the German products was stopped, and a number

The Most Effective Advertising Medium in the Metropolitan Suburbs

SUBURBAN ROTOGRAVURE SECTIONS

of

The New York Times

The combined circulation of The New York Times Suburban Rotogravure Tabloid Picture Sections published with the Sunday edition has increased over 20,000 copies since the issuing of the rate card. The larger circulation emphasizes the power of this advertising medium.

	Present Net Paid Circulation
Westchester and Connecticut Section—in Westchester, Putnam, Dutchess and Rockland Counties (New York) and Connecticut.....	61,760
New Jersey Section—throughout New Jersey.....	78,000
Brooklyn and Long Island Section—in Brooklyn and throughout Long Island.....	97,965
Bronx, Harlem and Washington Heights Section in territory north of 110th Street, Bronx, Harlem, Morningside—Washington Heights	78,165
Total	315,890

Every section publishes only news photographs of people and events in its territory.

Advertisers in these sections have the strong advantages of local interest, the attraction of pictures, and the prestige of The New York Times. The sections are sure of the close attention of every reader in their areas.

Pioneer in the field of rotogravure printing, The New York Times has brought its process of rotogravure reproduction to the highest degree of perfection. The beauty of advertisements in The New York

Times rotogravure picture sections increases their appeal.

The New York Times carries a greater volume of rotogravure advertising than any newspaper in the world. In the nine months of this year The Times published 764,914 agate lines of rotogravure advertising, 170,096 lines more than in the corresponding period of last year and an excess over the second New York newspaper of 391,032 lines.

Advertisements in The New York Times are subject to censorship to exclude false, misleading or otherwise objectionable statements.

The New York Times

of our industries suffered confusion and loss. But after America entered the war our industries went ahead regardless of the German-owned American patents. By 1919, we were producing approximately 80 per cent of the dyes we used at a tremendous investment cost.

"Probably a very much larger amount is invested in the industry today. We have about 400 manufacturers who are producing about 98 per cent of the dyes we use, manufacturing from raw materials, and exporting more than \$25,000,000 worth of products a year.

"This development was due almost entirely to the stimulation of the war demand. Our manufacturers have utilized, for the production of dyes, pharmaceuticals and alkaloidal drugs, the equipment they acquired during the war. The importance of the industries built up by the sale of the patents is unquestionable, and now that the sale has been upheld by the Supreme Court as entirely valid, the industries concerned should enter upon an almost unlimited development.

"You ask what effect the decision is likely to have upon the advertising of dyes and the other products, and I can answer the question by assuring you that American dyes are of better quality and are sold at a lower price than were German dyes before the war. High quality and low price, I understand, are encouraging to advertising, and the average prices of dyes, due to the production processes of American manufacturers, are considerably lower now than they were in 1913.

"The same holds good with many pharmaceuticals and alkaloidal drugs. Salvarsan constitutes a typical example. Before and during the war, this very important drug, produced in Germany, cost in the United States from \$1.50 to \$50 a dose. Today our manufacturers are producing a better product, and its cost is but about 18 cents a dose.

"It is easy to understand why the manufacturers within the in-

dustries involved were reluctant to advertise widely unless and until the important questions of the suit were finally answered. It is obvious that if the case had been decided in favor of the United States, all of the industries concerned would have been injured irreparably. But now they are assured of their right to use the German patents, and I feel sure that the dye and other industries affected will forge ahead by a natural process of development which will include advertising and all other modern methods of merchandising."

Union Carbide Reports Increased Profit

The Union Carbide & Carbon Corporation, New York, for the quarter ended September 30, 1926, reports a net profit, after charges, of \$6,598,463, against \$4,249,986 in the preceding quarter and \$5,011,794 for the third quarter of 1925. For the first nine months of this year net profit was \$16,630,444. This compares with \$12,564,411 for the similar period last year.

T. V. Hendricks with Joseph Laronge Company

Thomas V. Hendricks, at one time sales and advertising manager of The Cleveland-Akron Bag Company, Cleveland, has joined the Joseph Laronge Company, also of that city, and will be in charge of advertising and general extension work.

Joins Washington, D. C. Agency

F. H. McElhane, formerly with the Jacksonville, Fla., office of the Lesan-Carr Advertising Agency, has joined the Tauber Advertising Agency, Washington, D. C., as art director.

Buchen Agency Opens Lansing Office

The Buchen Company, Chicago advertising agency, has taken over the assets of the Capitol Advertising Agency, Lansing, Mich., and a branch office has been established at that city.

Sherwin-Williams Income

The Sherwin-Williams Company, Cleveland, "Cover the Earth" paints and varnishes, reports a net income of \$4,262,476, after charges, for the year ended August 31, 1926, against \$4,481,686 for the previous fiscal year.

The Pawtucket Times

During the first six months of 1926 printed more advertising than two of the three Providence evening newspapers combined.

20.4% More Local Linage
than two papers COMBINED

14.7% More Total Linage
than two papers COMBINED

	Total Linage	Local Linage
Pawtucket Times.....	5,144,572	3,941,989
Providence News.....	2,485,776	1,695,740
Providence Tribune.....	1,997,304	1,577,698

Above Figures from Editor & Publisher's
Semi-Annual Tabulation of Linage Records

Leading Providence merchants who place more lineage in The Pawtucket Times than in any Providence newspaper, with one exception, know the value of advertising in The Pawtucket Times and the high purchasing power of its readers.

The Pawtucket Times

Net Paid Circulation—

Six months' period ending Sept. 30, 1926

27,548

National Representatives

GILMAN, NICOLL & RUTHMAN

New York

Boston

Chicago

San Francisco



THE QUEST FOR QUALITY



BE wary of general statements—particularly about magazine circulations. The mania for millions has bred a habit of making sweeping claims and accepting hasty conclusions. And at the same time, the term “quality” has come to be loosely used.

As now applied to magazine readers, it may mean any of these:

1. Social quality—“quality folks.”
2. Quality in standards of living.
3. Quality in respect of buying power.
4. Quality of attentiveness in reading.
5. Quality of intelligence.
6. Quality of leadership in the community.

No single magazine can fairly claim that its readers rank first in each and all of these distinct qualities. There are magazines most favored by social leaders, others for those who are “rich regardless,” still others for those who are definitely highbrow, and so on. Any one who knows the fabric of American life knows that all these classes will never turn the same pages.

It is, however, by a *balance* of these six qual-

THE QUEST FOR QUALITY

ities that THE QUALITY GROUP has long justified its name.

It has achieved the high average of all desirable qualities for two reasons: First, because through the ripe experience of years its editorial contents are built up without fad or frenzy and its readers assembled without stampede. Second, because it is truly a *group*—six magazines separately conducted with separate appeals to separate interests, and yet together cutting across the continent a wide segment of blended qualities.

You will never see one QUALITY GROUP reader who could be set apart as typical. Look up a hundred of them and you will find banker and teacher, country club member and civic leader, aristocrat and ambitious immigrant. And, taking them all together, the one general term which you can apply to them is *quality*—in its broadest sense.

By the same token, the one general statement which we make about the advertising pages of THE QUALITY GROUP is that advertising there is *next to thinking matter*.

THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
THE WORLD'S WORK

British Postal Advertising Provokes Protest Meeting

British Public and British Advertisers Oppose Use of Advertising Messages on Envelopes as an Invasion of Private Rights

By Thomas Russell

London, (England) Correspondent of PRINTERS' INK

AMONG other powers conferred on the British Government by a recent Act of Parliament, the Postmaster-General is enabled to obtain revenue from advertising sources, which include the stamping of advertisers' announcements on letters and other postal matter.

For some time, in many countries, an American-made machine used in post offices for obliterating stamps on letters has been made to imprint them with messages of an official or public-utility character. The words "British Goods are Best," for example, have been used in connection with the British Imperial Marketing Board, described in PRINTERS' INK September 23, and "Say it by Telephone" is another slogan thus promulgated, which has caused several people to write to the papers that they would be very glad to say things by telephone, if the Post Office would not be so everlastingly slow about installing it when asked. Some French summer resorts have been allowed the advantage of a post-mark bearing the words "*Venez et vous reviendrez*"—"come here and you'll come back"—this year, and expositions in France, Belgium and other countries have been thus advertised.

Now, however, the British Postmaster-General has let to a contractor a concession for stamping commercial slogans on postal matter. As soon as this became known, protests appeared, practically throughout the press of the Kingdom. It is objected against these marks that they are an invasion of private rights: what excuse has the Post Office for using envelopes entrusted to it as advertising space? A teetotaler cannot be sure that when he posts a letter it will not be delivered with an advertisement of Dewar's or

Buchanan's Whisky upon it, nor a doctor that when he sends out his bills they will not arrive with a hint that Beecham's Pills are worth a guinea a box. Furthermore, a business man may easily find himself paying postage on a competitor's advertisements.

The Incorporated Sales Managers' Association of the United Kingdom (brevity is not the soul of wit in titles of this kind) took the matter up with great energy, and in conjunction with two other important bodies, the Incorporated Society of British Advertisers, and the Incorporated Society of Retail Distributors, called a public meeting in London on October 11, which was very largely attended. A hanger or small indoor poster, issued in connection with this, included an amusing cut of an envelope, addressed to a maiden lady in the country and decorated with an (imaginary) post-mark advertising "Windo for the Wind." A resolution as follows was unanimously adopted:

This meeting of business men, representing many different interests, records an emphatic protest against the action of the Postmaster-General in defacing commercial and private correspondence with advertisers' announcements affixed for revenue. It calls upon His Majesty's Government to restrict the use of postal marks to official announcements or those of National or Imperial importance, and urges advertisers to abstain from outraging public sentiment by publicity in this form.

The rates at which these post-marks are being offered vary between 2s. 6d. and 3s. a thousand—60 to 72 cents. At this price the likelihood of the plan being very widely adopted seems remote, seeing that space in daily papers can be had for less than a cent and a half per inch per thousand. Chambers of Commerce and other business associations all over the King-

dom are joining in the fight against this scheme, and many suggestions have been made for defeating it, such as the use of envelopes with a broad black band printed across the top. As the Postmaster-General has a statutory right to throw out postal matter that he may pronounce likely to obstruct the operations of his department, such devices are not likely to prove workable, but the preposterous rate demanded from advertisers will probably kill the scheme in any event. The same thing was tried in Holland some time ago, and proving unsuccessful, was withdrawn.

Frank Presbrey Rallies "Molders of Opinion"

Advertising men as molders of opinion are an important group to appeal to for support in all matters of public interest, declared Frank Presbrey, president of the Frank Presbrey Company, Inc., before a dinner attended by about 150 advertising men. The dinner, which was held last week at the Union League Club, New York, was given by Mr. Presbrey to rally the support of advertising interests behind the campaign to elect the Republican candidates, Ogden L. Mills, who is running for Governor of New York, and Senator Wadsworth, who is up for re-election.

Mr. Presbrey had as his guests of honor, First Assistant Postmaster-General P. G. Bartlett and Richard W. Lawrence, vice-president of PRINTERS' INK, who is chairman of the Mills campaign committee. John T. Pratt, chairman of the trade division of the Men's Republican Club, was toastmaster.

Discussing the activities of the Post Office Department to carry through its program of economy, Mr. Bartlett said that at no time was the fact being overlooked that both the Post Office and the advertising industry had much in common in further promoting the prosperity of the nation. He assured his audience that while economies were being sought that at no time would efficiency be sacrificed as the Post Office realized that any falling off in service would handicap the efforts of advertising to market production.

One-twentieth of 1 per cent of all deposits is budgeted by the Washington Mutual Savings Bank, of Seattle, as its advertising fund, explained Willis Brindley, assistant vice-president, who was the principal speaker at a recent meeting of the Tacoma Advertising Club. Mr. Brindley advocated a cleaning-up campaign which would do away with fakirs and so create more confidence in advertising in general.

Procter and Gamble Lose Appeal in Naphtha Case

THE United States Supreme Court under date of October 25 has denied relief to The Procter and Gamble Company from the Federal Trade Commission's ruling on the use of the word "naphtha" in the advertising of soap and soap products. Both parties to the suit sought a review.

Two points are at issue, one involving the use of the word "naphtha" when kerosene is used, and the other involving the use of the word "naphtha" when the product contains less than 1 per cent of naphtha at the time of sale. The Federal Trade Commission some time ago ordered The Procter and Gamble Company to "cease and desist" from the two practices mentioned.

Failure of the United States Circuit Court of Appeals to affirm the second order was because the court considered the order impossible of performance. Naphtha, it said, is a volatile substance which escapes rapidly by evaporation, and unless the soap and soap products in which it is used speedily reach the consumer, an indeterminate amount of it will be lost. Therefore, to be certain that the product contains more than 1 per cent of naphtha, by weight, when it is sold to the consumer, an unreasonably large amount of it would have to be incorporated in the product at the time of manufacture. The Federal Trade Commission held that the decision of the Circuit Court of Appeals on this point was contrary to the evidence in the case.

In view of the action of the Supreme Court, therefore, the case stands as decided by the Circuit Court of Appeals, i. e., Procter and Gamble may not use the word "naphtha" or its equivalent in the brand name of soap and soap products, or otherwise incidental in their advertisement and sale, to designate the presence of kerosene in such soap and soap products.



Balanced Advertising

IT is always a problem to map out a properly balanced advertising program—to determine what for your purpose is the best balance between different forms of publicity, the amount of effort to expend for developing each market and the proper avenues of approach.

Here, at least, is one certain fact to put down as a basic consideration for every industrial advertising plan: The textile manufacturing industry forms such a large and compact market that no well balanced industrial campaign can neglect it.

Moreover, the industry is most decidedly on the upswing. Revolutionary new developments are occurring which keep tex-

tile executives keyed to the highest pitch of interest. There has never been a better time to plunge with textile publicity.



Second in the value of products: \$6,960,928,000.

First in the value added by manufacture: \$2,005,376,000.

Second in the use of motive power: 2,983,002 H.P.

First in the number of wage earners: 1,031,226.

First in the number of large plants having an annual output valued at over \$1,000,000, 1329.

First in the number of plants employing over 250 workers, 1003.

Second in the capital invested: \$6,096,161,000.

Textile World

Largest net paid circulation and at the highest subscription price in the textile field

334 FOURTH AVE., NEW YORK

Member
Audit Bureau of
Circulations



Member
Associated Business
Papers, Inc.

Business Looks to Letter Shops for More Selling Aid

Study Merchandising and Creative Service, Mail Advertising Service Association Is Told at Detroit Convention

THE production of business letters in the United States and Canada comprises an already sizable and growing industry today. How to insure a continuance of its growth and prosperity was the chief topic at all sessions of the annual convention of the Mail Advertising Service Association at Detroit on October 18 and 19.

The letter shop cannot stand still. It must develop along three distinct lines, speakers at the convention said. First it must know its costs more accurately. Then it must learn merchandising methods. And finally must come the development of creative ability.

Six years ago in Detroit a group of thirty-two letter producers organized an association. This year 214 owners and managers of letter shops registered at the convention. Throughout its sessions there was evident a feeling that the "growing pains" period has passed. "In many respects the business letter has a bigger future than any advertising medium," Ed C. Forbes, of Cleveland, president of the association, said to PRINTERS' INK. "But it needs to be sold more aggressively and with more understanding of the customer's needs than ever before."

At the opening meeting of the convention the question of knowing operating costs came quickly to the fore. Ernest F. Bethke, of Milwaukee, first brought up the point. "If you believe in treating your customer right, put in a cost system," he said. "You may be charging him too much as often as too little. The customer isn't always looking for a chance to take advantage of you. He is willing to pay what a job costs plus a fair profit to you." James H. Gray, of New York, also emphasized the need of knowing costs and having the courage not to cut prices. The letter shop has been losing money on typing, Mr. Gray said, which

is the only part of its business that is non-competitive.

Most beginners in the letter shop field start in by getting the price lists of other firms, Victor B. Rasmussen, of New York, explained. Then they cut under these prices in order to get business. "You don't have to be a certified public accountant to see for yourself what labor costs are and to add the proper departmental and overhead costs," he pointed out. "I am not asking for high prices but for fairness to yourself, the customer and your competitors." Jack Carr, of Milwaukee, gave what he said was an easy and reasonably accurate method of figuring a fair selling price. Multiply the labor cost by three and one-half. That will always give a selling price showing a profit of from 20 to 25 per cent, he said.

In a majority of cases the letter shop has not attempted to sell by looking at the customer's problems from his point of view. Generally the letter producers have been content to sell the output of their plant. Seymour Winberg, of Chicago, urged the industry to break away from existing on a basis of mechanical production. "It is important for us to understand," he said, "that we are selling a medium of advertising. We must know as much about it as the champions of other mediums. In addition we must help the customer market his product, not just sell what our plants turn out. Every business can profitably use direct mail but you must show the prospect how to use it."

THE LIST'S THE THING

H. B. Heiden, of Seattle, Wash., emphasized the list as the backbone of the letter shop business. "The list is bound to be the big thing in merchandising letters," he explained. "It underlies plan, copy and production. If you have

the list and list knowledge you can get business. But you must guard the list against losing its specific qualities. It must represent actual prospects, buyers or users of the kind of goods you want to sell.

"Every customer should be taught the value of keeping in touch with his own customers by means of monthly letters. Don't let him send these out, however, just to maintain a mailing schedule. See to it that he says something, offers something definite. These letters must have some positive sales appeal or they won't pay."

The principal lists that he uses, Mr. Heiden said, are: (1) business executives (men); (2) professional men; (3) skilled trades; (4) city and civil service employees; and (5) business and professional women. He makes the city and telephone directories the basis of each list and checks against every printed roster of lodges, societies, churches, etc., available. Two girls in his company devote their entire time to looking for changes in the daily newspapers in his section and he has the Post Office verify his list once a year. In some sections, he said, new names could be obtained through gas, electric light and water companies.

WHY SOME LETTERS FAIL

Many letters produced by letter shops fail, Harry K. Kirtland, of Newton Centre, Mass., declared. They fail, he added, because they have no creative idea as their basis. "When you can render real selling aid to the customer you can always get your price," Mr. Kirtland said. "No matter what the man who comes to you says, he wants selling aid. And you can't give it to him unless you know what is good and what is bad in letters. Find out why certain letters are bad. Study the ones going through your shops. The easiest and most profitable thing to sell in the direct-mail field is a creative idea. Remember that no purchasing agent ever buys anything until he is told to do so. If you want to sell your service, get to the man who is head of the business. It's easy if you'll

spend a little time studying the thing he wants to do, and he will listen to you if you are going to fulfill his needs."

At the business meeting of the association the following new directors were elected: For three years: Gordon E. Small, Cincinnati; A. M. Sanderson, Toronto; Charles Von Weller, Chicago. For two years: Charles Paist, Philadelphia; and for one year, Janet A. Olson, Chicago. Following their election the directors met and elected as officers of the association: President, Ed. C. Forbes, Cleveland (re-elected); vice-president for the United States, James H. Gray, New York; vice-president for Canada, A. M. Sanderson, Toronto; secretary-treasurer, Elmer John Roeper, New York.

The following awards were made at the annual dinner of the association: President's Cup, donated by Charles Paist, for the best campaign created for a customer—won by Robert B. Gile, Minneapolis.

John Howie Wright Cup (donated by Harry K. Kirtland) for best campaign created by a letter shop in promotion of its own business—won by Jack Carr, Milwaukee.

Watch donated by John Howie Wright for the most outstanding achievement during 1926 advancing the letter shop business, won by L. E. Chute, Davenport.

Twenty-five dollars in gold for best letter on "What the M. A. S. A. Has Done for Me," won by Miss Corinne Breeding, Oklahoma City, Okla.

Electric Appliance Account for South Bend Agency

The Horton Manufacturing Company, Fort Wayne, Ind., manufacturer of Horton electric washers and ironers, has appointed the Lamport-MacDonald Company, South Bend, Ind., advertising agency, to direct its advertising account.

J. R. MacMillan Joins Montreal Agency

J. R. MacMillan, formerly with the Chas. F. W. Nichols Company, Inc., Chicago, has joined the Ronalds Advertising Agency, Montreal, as an account executive.

FINANCIAL

1924

48,300 LINES
OF FINANCIAL ADVERTISING

1925

52,626 LINES
OF FINANCIAL ADVERTISING

1926

(ELEVEN MONTHS ONLY)

58,714 LINES
OF FINANCIAL ADVERTISING

This gain in lineage indicates
the ever increasing value of
THE REVIEW OF REVIEWS
as a medium for financial advertisers.

THE AMERICAN
REVIEW
OF
REVIEWS

THE REVIEW OF REVIEWS
55 Fifth Avenue New York
THE REVIEW OF REVIEWS AND T
TWO OF THOU

ADVERTISING

G. F. BUNNELL, President
L. W. B. BUNNELL, Vice President
B. D. COLE, Cashier
B. H. BREIDENBACH, Treasurer & Bond Officer

J. M. BREIDENBACH, Chairman of the Board

B. D. COLE, Secretary
L. W. B. BUNNELL, Treasurer
B. H. BREIDENBACH, Cashier
B. D. COLE, Vice President
B. H. BREIDENBACH, Treasurer & Bond Officer



Palm Beach Guaranty Company

Net Assets Over \$1,300,000

INVESTMENT SECURITIES

Guaranty Building

West Palm Beach, Fla.

October 11, 1926

Mr. Edward F. Healey
The Review of Reviews
New York City

Dear Mr. Healey:

It is our intention to go ahead with the advertising in The Review of Reviews for another year. We have not at any time had any thought or consideration of eliminating this contract.

We would be inclined to eliminate every paper or periodical without the state of Florida before we would eliminate The Review of Reviews and the New York Times.

Yours very truly

O. H. Breidenbach
Treasurer and Bond Officer

W. C. REVIEWS CORP.

Avenue New York City

VIEW AND THE GOLDEN BOOK

TH. QUALITY GROUP

The
Golden
Book

Profits in the Advertising Agency Business

A Presentation of Figures Obtained from a Study of Financial Statements of Members of the American Association of Advertising Agencies

By John Benson

President, Benson & Gamble

I HAVE no intention of pointing out how to make money in the agency business. That is a complex subject, quite beyond the scope of this discussion. Every successful agency has its own way of making money. Some do so by being large, some by being small; some by being aggressive, some by being conservative; some by elaborate organization and others by running a simple copy service. The way for any agent to make money is by conducting his business along lines which most effectively employ his individual talent for business and advertising.

What I have in mind . . . is . . . the financial structure of the modern agency, how it is being conducted as a business, how profits can best be conserved, how credit can be protected, what capital is needed and why it is needed, with some statistics regarding the financial health of members of the American Association of Advertising Agencies.

Let me begin with the last topic first. The credit standing of our members can be defined by two indicators: the ratio of current assets to current liabilities and the ratio of net current assets to average monthly billing. The first indicates the agency's ability to pay bills contracted, and the second, its liquid reserve to take care of unforeseen demands. In the agency business a liquid ratio of three to one is high; and taking our reporting membership as a whole divided into six graduated groups according to size, the capital ratio for high rating would average 73 per cent of monthly billing. In view of these standards, an analysis

of the eighty-eight financial statements reviewed for 1925 makes a remarkable showing.

The average liquid ratio is 3.79 to 1, and the average capital ratio 100 per cent of average monthly billing. The former figure is 25 per cent above that required for a high rating and the latter is 37 per cent above it. The lowest liquid ratio reported is 1.17 to 1, and the highest, 25 to 1; the lowest capital ratio is 27 per cent of what it should be for a high rating; and the highest capital ratio is 4.14 times as much as it need be. Only five statements received could be considered unsatisfactory. Also, six reporting members last year made a deficit.

REASONS FOR GOOD AUDIT STANDING

This gives you a vivid picture of the present credit standing of our membership. It is high indeed. Doubtless sound business conditions have been a factor; there has been a large volume of advertising handled. But much credit must also be given to the greater efficiency with which the agency business is conducted and its better financial management. The guiding and corrective influence of the finance committee during the past half dozen years has met with encouraging response. Great progress has been made in financing, bookkeeping and collection methods. Today three out of four reporting members regularly employ a certified public accountant to audit their books. A few years ago it was not uncommon to receive statements from members which did not even balance.

Collections today are in excellent shape. Out of a total of \$7,819,315.97 receivables outstand-

Part of an address at the annual convention of the American Association of Advertising Agencies at Washington, D. C., on October 27.



1972

new subscrip-
tions (at \$15 per
year) received
last week

Reaching
Influential America
in 2,000 Communities.

The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,
Executive and Judicial Branches of the Government of the
United States of America*

DAVID LAWRENCE
President

Washington

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Vice-President and
Director of Advertising

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52 Vanderbilt Ave.

Chicago Office:
London Guarantee Bldg.

San Francisco Office:
Bulletin Building

On Electric Magnets

YOU know how fascinating it is to watch a huge electric magnet as it sweeps back and forth through a pile of scrap metal. It picks up and holds great bars, old castings, broken pieces of steel. From a mass of debris it rakes up and sifts out a great stack of valuable steel.

The new McCLURE'S may very aptly be compared to just such a magnet. With the tremendous power of circulation advertising in 90 metropolitan newspapers and the sales effort of 60,000 distributors, McCLURE'S sweeps over the country. It attracts and holds thousands of

The *McCLURE'S*

The Magazine of Romance

R. E. BERLIN, *Business Manager*

119 West 40th St., New York

Chicago Office, 360 N. Michigan Ave.

S new readers every month. From a great mass of people it rakes up and sifts out thousands of men and women, buyers of all kinds of merchandise—a large, valuable group for advertisers.

As an indication that more and more advertisers are keenly aware of the growing value and popularity of McCLURE'S, advertising lineage in the November issue increased 44.5% over that in the June number.

You will agree that this increase in advertising shows clearly that McCLURE'S builds prestige and sells merchandise. A test will convince you, as it has convinced others, that the new McCLURE'S reaches an audience which possesses the buying impulse.



ing at the close of the 1925 fiscal year, only \$525,066.32 was overdue, or about 6.7 per cent. Credit losses during the year were negligible, amounting to only, \$76,969.60 reported by twenty-two members. Eleven members reported carrying credit insurance. Evidently credit insurance is not in general use. The protection offered agents has in the past not been so well adapted to the agency business. The newer policy terms are more desirable; they give better coverage and they involve less waste.

It is now possible to cover any one or more accounts separately without involving a heavy overhead charge for the entire business. For some agencies credit insurance may now offer a real and profitable protection; for others, it may not be so suitable, and the latter are probably as yet in the majority. Each agency should look into this matter individually and determine its own need of credit protection.

INFLUENCE OF CASH DISCOUNT

So excellent a showing in collections is due above everything else to the cash discount allowed agents by the publisher. This is passed on to the advertiser for prompt payment and not only expedites collections and thus saves a large capital investment; it also serves as a danger signal in case of trouble. When an advertiser fails to take a cash discount his credit is not all it should be; otherwise he would borrow from the bank at 5 per cent or 6 per cent a year to save a discount of 2 per cent a month. The very fact that he passes up that profit is evidence of weakness, and the agency is forewarned. When there is no cash discount to be earned, even strong concerns are slower pay, making other use of the money. The danger signal is lacking; the agency has no ready means of knowing whether the advertisers cannot or will not pay promptly.

The cash discount granted by publishers is a big safeguard for their own credit; it enables the

agent to secure prompt pay from the advertiser and thus have the money in hand for payment of the publisher's bills. The tendency some publishers have shown to eliminate the cash discount is very unfortunate indeed. If it became general at all, there would be a marked falling off in agency credit. This the publisher cannot afford. No measures he might adopt to secure prompt pay from the agent could long be effective if the agent cannot collect what is due him *before* he has to pay the publisher. Few agents can afford to provide a large capital investment in their business. The margin is too small and certainly cannot safely be reduced by allowing clients a cash discount out of the 15 per cent. In a period of depression there would inevitably follow financial failure among agents and serious losses to the publisher.

The function of capital in the advertising agency has been studied by the finance committee over a period of years, and by capital is meant net liquid assets. How much these should be in proportion to billing has been roughly determined for six different groups classified as to size. The larger the billing, the lower the ratio can be, because of the greater resources available for spreading risk. This scale of requirements has been used by the Committee in rating statements. It is now lower than it was during the years of deflation following the war, when credit hazard was extreme. There is much less hazard at present.

The value of a high scale at that time is proven by the extraordinary fact that only one member failed, and that without loss to the creditors. There have been two or three failures since, on the part of members who did not submit financial statements to the committee, one due to unbusinesslike methods, one due to credit losses, and one due to defalcation. The second, with help of the committee, is bravely and successfully paying up back debts and regaining his lost credit.

The capital scale set up by the committee for high rating is shown in the table below.

These percentages have been based on a rough working appraisal of financial need and not upon any accurate or scientific data. They are open to modification as business conditions change and may be more closely arrived at later on after further study has been possible.

How little capital is actually utilized in agency operation, aside from protecting credit and paying current expenses, is evidenced by the fact that only 6.7 per cent of the total receivables of all reporting members were overdue at the end of 1925. This means that in case of the very small agency having net current assets equal to 100 per cent of monthly billing, only 6.7 per cent of that reserve is utilized; in the case of the large agency having a capital ratio of 40 per cent, only 16 $\frac{2}{3}$ per cent of such reserve is being actually employed.

It is very evident, therefore, that capital in an agency is not a profit-producing factor; it is merely a reserve to protect the agency's credit in event and to the extent that clients fail or delay in payment of bills. Its chief purpose is to assure prompt payment of bills to the publisher. It is thus part of the service rendered to the publisher. The amount of capital invested in furniture and equipment averages but 10.29 per cent of net current assets or 6.9 per cent of monthly turnover.

Since, under normal conditions, so small a part of the capital reserves is in actual use at any one time, these reserves should be partially invested in such a way as to earn more than bank interest, without impairing the agency's liquid condition. This can be accomplished by determining in advance the probable demand for

ready money in the business and then dividing the net current assets into three divisions, as follows: One portion in the form of cash on deposit, another invested in low-interest bearing bonds of ready marketability, and the third portion in higher-interest bearing bonds of slower marketability. The first portion can take care of expected needs immediately on demand; the second portion can be converted into cash with very little delay; and the third portion if required at all can be used as collateral to borrow money on short notice.

If these portions are well adjusted to the financial needs of an agency, there is little or no risk in thus obtaining a higher return than can be earned from cash on deposit. In some agencies the net current assets might be divided into three equal parts; in others a larger proportion of cash on deposit would have to be kept. Character of accounts, capital ratio to billing, seasonal volume, state of collections, would all have a bearing on how to divide the fund.

In solving this problem, agencies will find a good bond house of substantial assistance. It is familiar with the investment of reserves in various lines of business and after a brief study of agency requirements would be able to make helpful suggestions for both primary and secondary reserves, offering issues best suited to either. Of course only high grade bonds should be considered and preferably short-term, to minimize market fluctuations.

An analysis of the eighty-eight statements reviewed shows an aggregate investment of 24.79 per cent of total net current assets. This might be safely increased, along conservative lines. I want to emphasize conservative investment vs. speculation. No agent

Monthly billing of \$20,000 should be				Net Current Assets	
				100% of the amount	
"	"	"	30,000	"	90%
"	"	"	40,000	"	80%
"	"	"	80,000	"	60%
"	"	"	160,000	"	50%
"	"	"	250,000 and over	"	40%

Will you allow great retailers to share marketing success in Boston?

*How they have analyzed the market
how they concentrate their advertising
on a 12-mile area • •*

TRULY Boston seems to be a fruitful field for national advertising. And it is. The existence in Boston of some of the greatest retail stores in the United States proves this. Their business volume, their lists of charge accounts are additional proof.

Because so many national campaigns felt disappointment with results in Boston, whereas Boston retailers experienced no such difficulty, the Globe decided to investigate the Boston market.

A seeming 30-mile trading radius—really 12 miles

And the Globe found that the chief difference in principle between most national campaigns coming into Boston, and Boston retail advertising, lay in the conception of the Boston market.

The secret lies in separating the real Boston buying population from the population that merely lives near Boston.

The Globe investigated parcel deliveries of great Boston stores. And it learned that 74% of these parcels go to homes within 12 miles.

The Globe obtained from a leading department store an analysis of the location of its charge accounts. It learned that 64% of these are within 12 miles.

Then the Globe analyzed retail outlets in all leading fields. Numerically these outlets show a majority within the 12-mile area. In actual

business volume this strength is greater than it seems because the stores within the 12-mile area are the bellwether stores—biggest volume—real leaders.

How the Globe parallels this new trading area

Within this newly-defined trading area the Sunday Globe offers the largest circulation of any newspaper in Boston. Its daily circulation is even greater on Sunday. That is why in 1925 Boston department stores placed the daily Globe first on their list, and in the Sunday Globe used as much space as in the other Sunday papers combined.

The Globe sells Boston—the trading area of 12 miles—1,700,000 papers whose per capita wealth is nearly \$10,000. It commands the liking of these people through editorial merit. It interests women through the oldest woman's magazine in America. It interests men through full treatment of sports. It is political and religiously nonpartisan.

Sell the Key trading area through the Globe

The Globe covers the 12-mile trading area more intensely than any other newspaper. That 12-mile area is Boston's market. Retail sales prove it; density of population and per capita buying power prove it.

Study the map at the right. See how the Globe leads in the key market. See the figures on distributing outlets. Buy the Globe first in Boston.

TOTAL NET PAID CIRCULATION
279,451 Daily 326,532 Sunday

It is pretty generally true in all cities with a large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same as the daily circulation, the Sunday paper has a greater than the daily circulation, the proof of a real seven-day reader interest with a minimum of casual readers of commuting type.

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In the Area A and B, Boston's 12-mile Trading Area, are

64% of department store charge accounts	60% of all hardware stores
74% of all department store package deliveries	57% of all dry goods stores
61% of all grocery stores	55% of all furniture stores
57% of all drug stores	46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—199,392 daily—176,479 Sunday.

The Boston Globe

The Globe sells Boston

should venture his reserves in any speculative undertaking. Some agents do so. I know of one estimable member who lost all of his surplus earnings last year by furnishing capital for a promising client. Some of our members have been embarrassed by tying up their liquid assets in real estate.

In addition to sending in financial statements to the committee for annual review, fifty-nine of our members have furnished profit and loss statements for 1925, showing volume of business, gross profit earned, net profit earned, and credit losses. Twenty-eight of them report classification of expense. These figures come from agencies of all sizes and are very representative. They show:

An aggregate billing of \$104,-831,931.59.

A gross profit of \$13,414,255.27, or 14.29 per cent.

A net profit of \$2,542,422.20, or 2.63 per cent.

In analyzing what becomes of the 15 per cent commission received by the agent, we have complete data from only a limited number of our members—twenty-eight, to be exact. The average net profit in 1925 was 2.63 per cent of volume. The average gross was 14.29 per cent. The difference is expense. How that 11.66 per cent was subdivided into copy service, art service, research, contacting, solicitation, placing, checking, accounting, administration, cannot be determined by averages, because the reporting agencies do not classify their expenses in a parallel way. We have to do a little guessing. But it is possible roughly to make three grand divisions, as follows: Expense of actually serving clients; expense of running the agency; and net profit. Averaging the figures for the twenty-eight reporting agencies, shows that of the 14.29 per cent commission:

8.28 per cent was spent in serving clients.

4.03 per cent was spent in non-productive overhead.

1.98 per cent was net profit.

In other words, 8.28 per cent of the commissionable billing is expended directly in service, and 4.03 per cent is expended in mak-

ing that service possible. Certainly a very economical showing. There must be very little waste and there certainly is very moderate profit. The publishing and advertising interests are getting full measure for the 15 per cent—far more than could be obtained through any individual channels they might maintain.

The net profit varies from a deficit of 1.35 per cent to a net of 8.31 per cent, and size of agency does not seem to make much difference in the rate. Small agencies appear to make as good a net as the large ones; but the profit curve is affected by expansion and contraction. Growth in volume is likely to increase net profit up to a point where larger facilities are needed; then profit is depressed until further growth fills in the increased overhead. The profit curve is thus likely to be up and down over a period of progressive volume. Of course loss of billing, if abrupt, depresses profit and involves one of the serious hazards in agency operation. With net profit as low as it is, and organization as difficult to dismantle, it does not require much shrinkage to cause a deficit.

When you consider the hazard and the varied skill required to operate an advertising agency, a net profit of 3 per cent or less on total billing is inadequate. 1 per cent of that profit is needed to provide increased capital for a normal growth in billing of say 20 per cent per year. That leaves 2 per cent for distribution to stockholders or owners. A million-dollar business would thus yield its owners only \$20,000. A single credit loss might wipe that out.

In considering net profit earned in the agency business, salaries drawn by principal owners should be taken into account. The size of individual salaries is not so important as the percentage of gross profit absorbed by them. The finance committee has no comprehensive figures on this score but has made a number of inquiries from time to time, which indicate that salaries paid to principals are moderate, even low for so responsible a position. They range all the

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Advertising at the point of sale



Всубакет



Do your most effective advertising where sales are actually made.

Appealing Labels, produced by Lithography, stand out on the dealer's shelf. Metal Packages, Fancy Packages, Cartons, Cigar Bands and Labels force the buyer's attention. Display Racks help to sell. Counter Cards and Wall Hangers influence the decision in favor of your product.

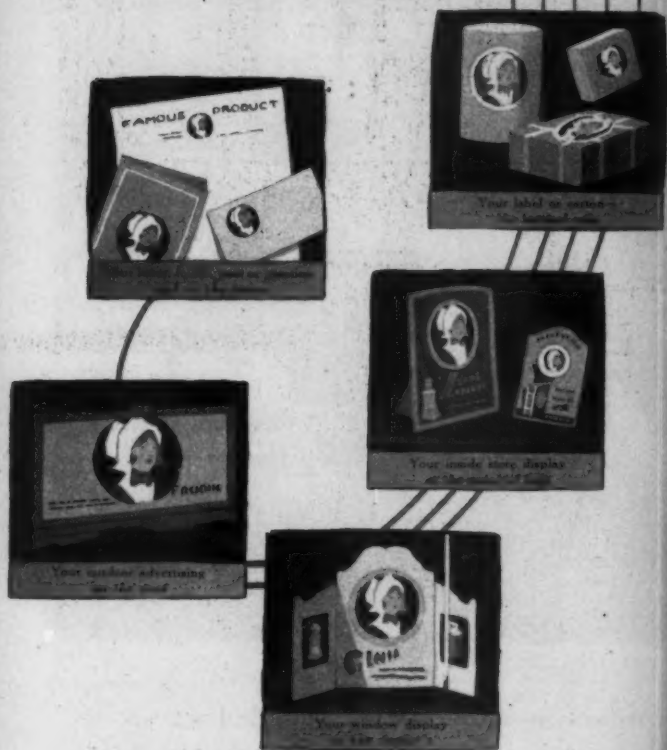


point of sale

es and lithographed matter at the point of sale has been responsible for many of the world's selling successes. Give every consideration to this very important part of your distribution plan.

Lithography
 vertising that follows through to sales

Advertising that follows through to SALES



MAKE it a practice to call freely upon your lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Lithographers National Association, Inc.
104 FIFTH AVENUE, NEW YORK CITY

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way from \$7,500 to \$50,000 a year. \$12,000 to \$15,000 seems to be a fair medium average.

In the smaller agency salaries are likely to absorb a greater percentage of gross than in large agencies. One large agency absorbs 2¼ per cent of gross billing, another 1¾, a third 1¼. This variation is largely due to volume of billing. One small agency in 1925 paid three principal owners salaries aggregating 2½ per cent of \$1,500,000 billing.

All of this expense cannot fairly be charged to administration. Principal owners, even of very large agencies, spend much of their time in serving clients directly, and a substantial part of their salaries save other creative and contact expense. Very few, if any, instances have come to the finance committee's attention of salaries being paid owners in excess of what they would receive for the same service as employees.

Our problem is to make a better profit out of the 15 per cent commission paid by the publisher. That commission cannot well be increased. It is often inadequate in individual cases, but on the total volume of commissionable business placed through agencies it is as much as should be included in the cost of advertising in this country. An immense amount of service is rendered for this commission, both to the publisher and to the advertiser. The cost of rendering it is moving up very fast, in larger salaries for talent, in greater and better equipped facilities, in higher taxes. Only the steady and material increase in individual appropriations has kept net profit from vanishing altogether.

The time is coming when volume of advertising may stabilize and give no increased support to profit; then an intensive effort will have to be made to hold down expense, without lowering the grade of service modern advertising needs. This is a problem upon which the agencies themselves are hard at work, guided and aided by the association; but they cannot solve it alone. They are so inti-

mately involved with the other two sides of the advertising triangle, the publisher and the advertiser, that only by close co-operation can the cost of advertising service be kept down. In maintaining the agency commission at a uniform rate of compensation, the publisher has done much to standardize agency operation and keep down costs. The advertiser has not yet generally realized how important a part he could play in eliminating waste effort and reducing expense. By his giving prompt decisions, quick and constructive criticism, ready co-operation, and cutting down useless or ill-advised work, more agency effort might be available for real service and a better net.

Farm Products Need World Advertising

Bumper crops with their resulting surplus stocks contribute most to the problem of American farmers, declared Oscar G. Mayer, president of the Institute of American Meat Packers at the annual convention, early this week, of that association at Chicago. Outlets must be found for these surpluses and these can best be opened, he said, by world wide advertising which would stimulate consumption in foreign markets.

Mr. Mayer explained that surpluses do not develop every year in every crop and that the effort to dispose of a surplus through advertising would permit of greater flexibility. "In most cases," he said, "it would permit concentration on the commodities which most need it and, in consequence, it would be possible to increase the consumption of foods of which there are a surplus and thus balance production with demand in a most helpful way."

Mr. Mayer said the packer would like to see the position of the farmer improved, "the farmers better and more coherently organized," because such a situation would tend toward more orderly production and marketing of livestock, "one of the most vexing problems the packer and, incidentally, the producer, has to contend with."

Consolidated Cigar Profits Increase

The net profit, after charges, of the Consolidated Cigar Corporation, New York, and subsidiaries, including the G. H. P. Cigar Company, amounted to \$2,332,450 in the first nine months of the current year. This compares with profits of \$1,070,257, not including those of the G. H. P. company for the corresponding period of 1925.

Where Does Advertising Agency Service Begin and End?

A Question That Has a Good Deal of Unsettlement in It and One That Affects the Future Welfare of Both Advertiser and Agent

By F. J. Ross

President, F. J. Ross Company, Inc.

HERE is a topic to try the soul of the advertising agency economist. But for the agency man who is not concerned with making ends meet, and who gets his thrill in finding new services to render to his client, it is a topic to revel in.

The service which a typical advertising agency can render is versatile. No other service suggests itself as a parallel. To define it is difficult, for agency service is not a fixed thing. Viewed from any point of view, it looks a little different than from any other point of view. With the small agency it is one thing; with the large agency it is quite likely to be another. With the small account, it is one thing; with the large account, it may be another. Service to the weakly organized client and service to the strongly organized client often differ greatly. And service on a machinery account and service on a cosmetic account may be far apart in their character.

The man who can tell where the East begins and the West ends, might succeed in answering where agency service begins and ends, for the answer depends upon what kind of an agency you have, what kind of policies you have, what kind of clients you have, and what their respective problems are. Reduce all of these contributing factors to a common denominator if you can, and then you may be in the vicinity of an answer to this question.

Of course one can give a general answer. Here is an example: Agency service begins with your purpose to help your client by

every means in your power to make his business more successful. It ends when you have lost his account. We have seen it begin with the procuring of capital to put over a new product or a new service; we have seen it reach down to South America and organize the client's selling machine; we have seen it invent the name and design the package for a new product, and we have seen it modernize an old product and put it back on the map. Who then, taking the agency business as it broadly stands today, can say where it begins and where it ends?

Agency service has steadily grown more capable and more diversified because the typical agency man invariably has one eye alert to opportunity. As there is no end to opportunity in a world like ours, there is no end to the efforts made to turn opportunity to good account. So agency service has grown and grown until it has now reached a point that deserves contemplation.

One advertising agent asked the other day: "What are you going to do about it?" And promptly answered his own question by adding: "You can't do anything about it."

CONVINCING A CLIENT

Another agent reported that a client of his complained about charges. He invited the client or his representative to come to the agency's office and go over every item in connection with its past year's service to the client. The client took this up. His representative spent two days in the agency and reported back: "The agency is doing more for us than we realize, and judged by rules we follow in our own business, is not charging us enough."

An address made at the annual convention of the American Association of Advertising Agencies at Washington, D. C., on October 27.

Let's Understand the Advertising Agency

**Here's
a book
that will
help**

At the A. A. C. W. convention the incomparable Harry Lesan said the advertising agency business needed an inventory and proceeded to call upon various leaders to render it.

To a man up a tree it seemed as though they overlapped a bit for want of a cleanly divisible outline. Not a bit like going through a dealer's consigned stock with a repair parts list and checking items one by one. Or doing a survey aided by a questionnaire.

Six years before the Philadelphia convention, Lynn Ellis had already started picking agency service apart—making check-lists. A year ago he resigned supervision of accounts running well over a million a year to write "Check-List Contracts for Advertising Service," a veritable "parts list" of agency functions.

Now you can go through agency service from A to Z and never wander, never back-track. You can check in simple, clean-cut fashion what the given agency has in stock, what it doesn't handle, what it will dig up on special order. When you're through you have the sensible basis for a service contract and in the book you'll find the contract written for you.

Let's understand the agency, and buy and sell agency service on a branded basis. This book names and numbers the parts out of which you may assemble any combination of services you want to get or give.

It is a coded index for agency or departmental cost system—a complete outline for functional organization or standard practice instructions.

As a book of contracts, it is significant. As a handy classification of agency terms and functions it is the most efficient mechanical aid to understanding yet devised, equally valuable to client and agency, leader and cub.

Ten Dollars, postpaid in the United States. Send for it now.

Clip and Rush This Coupon

LYNN ELLIS, Inc.,
One Madison Avenue, New York
Room 346, Desk A3

- ☐ Herewith check for \$10.00. Send me the book, "Check-List Contracts."
- ☐ Send more information about the book.
- ☐ What about your new "advertising relations and management" service?

Name.....

Address



Still another agent says: "The real business of the advertising agency is research, mediums, copy, and art. Everything else is part of the client's business. How is an agency to develop expertness in these primary fields if it is obliged to dissipate its energies by spreading all over the map?"

One advertiser says: "I expect of my agency, expert production of copy and art, study of mediums and placing." Another advertiser expects this and in addition, expects service in research, sales counsel, sales promotion, merchandising, and in other special channels.

One agency had an account of moderate size which called for a great deal of collateral service, every bit of it important. The advertiser was not organized to take care of these collateral matters; the agency was. One day, the agent took stock of this account. He found that while the advertiser was prospering greatly, the account for the agent was, in dollars and cents, more of a liability than an asset. He divided the services he had been rendering into two groups, the first covering what he conceived to be standard services, the second group covering what he considered extra services. He then presented the matter to his client, suggesting the fairness of special compensation for the extra services. The client surprised him by saying: "I have often wondered how you could make money out of our account with all that you are doing for us." Then, upon examination of the agent's proposal, he readily consented to it.

You have just read five fruits of contemplation on the agency service question. It seems to be a question with a good deal of unsettlement in it.

Much thinking is being done on this subject of agency service. Agents themselves are thinking about it, advertisers are thinking about it, and even publishers, when they have time, think about it. The scope of agency service as it now broadly stands, has simply grown that way. Agents have steadily become more experienced and cap-

able. Advertisers have steadily aimed at higher advertising efficiency. Competition between advertisers has stimulated ever increasing energy in competitive and advertising resourcefulness. Competition between agencies has stimulated the same thing on their side.

Can anything be done about it? Does anything need doing about it? It is a hopeful sign that while some advertisers may press their agencies for more and more service, as if agency service were something to be delivered without regard to measurement, there are other advertisers who marvel at the length to which agency service is sometimes carried and, with hard horse sense, wonder how it can be done.

The truth of the matter is that the agent is somewhat in the position of the doctor who has a standard rate of pay which is the same to the patient who takes ten minutes of his time as to the patient who takes thirty minutes of his time. Another truth that can't be escaped is that appropriations not being always of the same size, do not yield the agent the same return. Yet the agent is seldom so poor a sportsman as to treat his smaller client on a reduced scale of service, based simply on the return he receives from that client as compared with what he receives from a larger client.

NO RUBBER DOLLARS

There is one truth that cannot be debated by any man with a pay-roll to meet. A dollar is a hard dollar. Dollars are not made of rubber. There is no more stretch in the advertising agent's dollar than there is in the client's dollar. The client sells his merchandise by the pound, the foot, or the dozen, and inventory is kept of every item he produces. The advertising agent sells brains and time, but little or no inventory is kept.

If an economist were to examine the agency business, he might excuse its business faults on the score of its rapid development, but he would hardly recommend as a

permanent thing, the present rather loose status of agency services.

He would begin with the principle that the agency business is a serious business—therefore it is subject to the rules of business. Each division of its services he would declare should be provided for in a businesslike way to insure high quality of service. He would say, "Offer only those services which you can give in a genuine and competent manner. Eliminate those services which you throw in to cement a bargain. Don't treat any part of your services as something maintained for trading purposes. The advertising business is too serious and important—it is too professional and highly specialized to be degraded by such tactics. Assume that the advertiser wants to buy something real from you. Therefore, see to it that you are prepared to deliver something real to him and only what is real."

This economist would then go on and probably conclude that the primary services of the agency should cover completely the subjects of mediums, copy, and art. No doubt he would add research, in view of the marked trend throughout all business and throughout nearly all professions, to get at the facts. He would probably conclude that these four primary divisions of agency service when expertly rendered, constitute a fair return for the agent's commission, for if he were a true economist, his mind would be fixed upon costs, values rendered, and revenue received.

Then our economist might go on to the subject of merchandising. There he would discover that where some advertisers must depend upon their agencies for service in this division, other advertisers do a better job of merchandising than agencies can hope to do. He would learn that the advertiser who is the best merchandiser, gets a better return from his advertising money than he who is a weak merchandiser. Nevertheless, he would conclude that there was a place for merchandising service, and to insure

that it be a real service, he would recommend that agencies place that service on a separate basis of its own, to be developed just as expertly as the copy service and to be too valuable and costly a service to throw in gratis. Therefore, he might recommend that it be sold to the advertiser who wished it, on a separate fee basis. This would justify the agent in organizing to deliver a real service, whereas now he is subject to the limitations of the agency dollar; this would also justify the advertiser in confidently expecting a real merchandising service, for the reason that he was definitely paying for it. It would probably surprise us who are in the agency business, to know how many advertisers there are who would wish well to these efforts of our economist—who would say, "There is good business sense being introduced into an important part of an important business."

Our economist, however, would not stop there. His attention would be drawn to the vast opportunities in the field of advertising to render sales promotion work and sales counsel. Some advertisers supply such services themselves and are more competent to do so than their agencies. But there are other advertisers with splendid opportunities before them, who need the best sales counsel and sales promotion help they can get. So our economist would say, "Here is another department that might well be treated separately. The agency should specially organize it and the client who needs its services should engage them separately."

How far our economist would go along this line of thinking it is hard to say. Perhaps he would consider services in connection with package design and window display as coming under the head of the merchandising unit of service. Perhaps on the contrary, he would think it better to separate them.

Package and window display creation sometimes call for an immense amount of arduous work by the best brains in the agency

—work far too important to the advertiser to be treated by the agent as a "throw in." Certainly, our economist would confirm and re-confirm in the course of his study, the principle that services which are thrown in as part of the bargain, are more likely than not to prove no bargain for the advertiser. He would cling to the belief that if the service is definitely needed by the advertiser, it should be as definitely classified either in the agency's standard service, available to any or all clients, or else classified as separate service.

We think our economist would have quite a hard job. He would encounter great difference of opinion. But to do his job soundly, he should not be either an agency man or an advertiser, and he would proceed in his analysis and decisions on the principle of what was mutually best for the advertiser and the agency.

That it pays to advertise is today a settled fact in American business thought. The function of the agent is to apply advertising to the needs of advertisers with ever-increasing intelligence. If he is to make it pay for the advertiser, he is equally entitled to make it pay for himself. If the time has come when the agency business, which is primarily a matter of agency service, shall be placed upon a more economically sound basis as a means of placing it upon a more efficient basis, the agents must meet the issue. If they meet it with sincerity, it is going to push the solid value of agency service up another level. If it does that, it is going to make the advertiser's appropriation yield him an increased return.

Any effort which mutually increases the return both of the agent and his client, is constructive. No constructive thinker, be he advertiser or agent, will oppose any such effort. Merely to increase the agent's return will not receive a welcome. In this matter, we agents are bound together with our clients. We are only entitled to thrive as they thrive, and most of them who thrive are men who are glad to see us thrive.

Newspaper Campaign Planned on Coffee Brands

FOLLOWING the completion of a trial campaign, newspapers in Ohio, Indiana, Kentucky, Virginia and West Virginia will be used by The Ohio Valley Coffee Company, Portsmouth, Ohio, to advertise its Sorority and Big San coffee brands.

The new copy will carry out an experiment conducted by the company in which it featured both brands of coffee in the same advertisements. "We understand, of course, that it is not always considered good advertising to feature two brands at the same time," Clem Switalski, president and general manager, informs PRINTERS' INK. "However we feel that there is no one blend of coffee that can satisfy every one. Tastes differ. For example, if four people go into the Ritz for roast meats, it is not only possible but very probable that one will order pork, one beef, one veal, and the other lamb.

"Now the fact that any one of these roasts will be at a lower price, does not mean that it is not just as good as the others. In other words, the person wanting the roast that he desires, will buy it regardless of the price."

It was this reasoning which prompted the company to advertise both its brands at the same time. In one advertisement, for instance, the Sorority brand is described as a rich, delicate blend with a wonderfully smooth tang in taste. The text immediately following is devoted to Big San, and reads "an old fashioned blend, a heavy flavored coffee but lacking in astringency. A 'pep' coffee preferred by many to more delicate blends, and the price is low for quality."

"After a thorough trial campaign," Mr. Switalski reports, "we have decided to make this two-product copy a permanent feature of our campaign inasmuch, as our figures prove that it is the right thing to do."

*Selling intensively a great market
as represented by the members of*

New York Stock Exchange
✓ Chicago Board of Trade
✓ ✓ Boston Stock Exchange

Ask the members of the leading security exchanges what publications they principally rely on for business and financial information.

As a member of the New York Stock Exchange or Chicago Board of Trade, the answer invariably is THE WALL STREET JOURNAL and BARRON'S.

In New England, it's the BOSTON NEWS BUREAU and BARRON'S.

The two dailies—THE WALL STREET JOURNAL and BOSTON NEWS BUREAU, thoroughly cover the top strata of executives in the financial centers of the country. BARRON'S, "The National Financial Weekly" blankets similarly the entire country. They literally reach Billions of purchasing power.

Space in The Barron Publications can now be purchased separately or in combination. For rates address:

The Barron Group

THE WALL STREET JOURNAL BOSTON NEWS BUREAU

BARRON'S

"The National Financial Weekly"

44 Broad St., New York

30 Kilby St., Boston

Choosing a Location for the New Business

Hawkeye Clock Company Finds Many Advantages in Having Its Sales Office in Iowa and Its Factory in Connecticut

By C. R. Gains

Manager, Hawkeye Clock Company, Muscatine, Iowa

[EDITORIAL NOTE: Manufacturing facilities generally decide where the new business shall locate—sometimes to the detriment of sales opportunities. The ultimate factor in effecting low manufacturing costs is sales volume, not proximity to labor, or raw materials, or shipping facilities. If an article cannot be got to market, what matters quality or desirability?

The Hawkeye Reminder Clock is a new device for timing intervals from one minute to ninety. The company that makes it is located in Muscatine, Iowa. The factory is in Waterbury, Connecticut. This situation is unusual enough to prompt an inquiry. Why is the selling organization located so far from the making organization? What are the advantages in such an arrangement?

Mr. Gains, who is the manager of the company, is also the inventor of the Hawkeye Reminder Clock. In the accompanying article he explains why his marketing organization is in one locality and his manufacturing organization in another.]

IN the first place, I think it can be briefly stated that our reason for being here and manufacturing our clocks in Connecticut is the fact that our money is here.

I invented the "Kitchen Reminder" about six years ago, with a pointer sliding up and down on a vertical dial. This was very convenient so far as operation was concerned, but it made it rather long and cumbersome in order to get a dial of sixty or ninety minutes and yet have the minute marks far enough apart to be readable. However, we formed a corporation here to put these on the market, and made a few hundred of them to test out the idea both from a mechanical and commercial standpoint.

The idea of a "handy minute timer" seemed to take well in all the industrial fields where presented. I then developed a smaller timer, still holding to the idea of a handy, convenient, sturdy, fool-proof device, using a circular dial instead of a vertical. Finding it was patentable, we proceeded to

get protection on the new or present model, as we had on the old vertical model.

This new model has been on the market nearly two years. We have been advertising in a modest way, using quarter and half pages in several trade journals in the fields we have been trying to reach. We have repeat orders coming in every month and our volume of sales is increasing steadily, all of which indicates that the Reminder is a needed article and is meeting the requirements. But, with all this, we think the big field has not even been touched, and that is the domestic.

I appreciate very keenly that we have a proposition of educating the public to the service of our Reminder that will be as difficult, slow and tedious, as it was with Eastman twenty-five years ago, educating the public to the fact that they could "take their own pictures."

This brings me to our method of selling, which has been largely confined to the industrial fields, namely, laundries, canning factories, bakeries, schoolrooms, for X-ray work, photographers and scientific laboratories. In these fields we have approached the jobber or big distributors first and diligently besought them to handle the goods. In case they showed an inclination to assume some of the expense and effort of advertising, we gave them protection in their territories. But when we could not get a well-known established distributor to handle these in his field, we then advertised and made sales direct. As a result, in most of these fields, we have good distributors from coast to coast who are ordering the clocks in two and three cases a month and they in turn deliver

The idea's the Thing

In themselves, paper, ink and type are dumb. They can be made to speak, *resultfully*, in but one way.

That way is by breathing into these inert forms the breath of life, kindled by the spark of an idea.

To make order-bringing messengers of paper, ink and type they must bear a message of interest and profit-promise to the order-giver.

In all direct-mail advertising printed by the Isaac Goldmann organization the idea's the thing that registers.

Perhaps we have an idea that will register for you. No obligation to find out.

**ISAAC GOLDMANN
COMPANY**

Established 1876

80 LAFAYETTE ST.

NEW YORK CITY

North 9430



THE PUBLICATIONS - O



Alive with NEWS about Prices, Conditions, Events!

*The Editorial Service of THE CORN BELT FARM DAILIES
Is Unique in the Agricultural Publishing Field*

MILLIONS of dollars worth of cattle, hogs and sheep are sold every day at the four great live stock markets, and each day the market story is new and vital and interesting. Corn, oats, wheat, wool, eastern meat trade conditions, western range conditions and scores of other price quotations and trade notes—and every detail eagerly read by the man in the country because it is NEWS.

¶ Agricultural legislation, an outbreak of hog cholera, important farm meetings, state fairs, purebred live stock auctions—all the news of agriculture while it is NEWS.

¶ And is the progressive farmer not interested in the NEWS of the world? Messages come winging over the wires from

Corn Beltfa

E · LIVE · STOCK · INDUSTRY



the four corners of the earth and are quickly relayed by THE CORN BELT FARM DAILIES to be read with absorbing interest in thousands of rural homes.

¶ Then there are the service departments and features—Farm Engineering, Feeds and Feeding, Veterinary, the Junior Corner, Ferguson's Farm Cartoons, "The Beekins'" farm family comic strip, Radio, Fashions and Patterns, Continued Stories, etc. Of special interest to our women readers are Hope Needham's Household and Mrs. Simmons' Poultry Information. "Hope" and "the Chicken Lady" are institutions in the Corn Belt, the best loved and most popular women writers in the farm field.

¶ THE CORN BELT FARM DAILIES are more than the barometer of the great live stock industry. These publications combine the worth-while features of the city daily and farm paper with many not contained in either, all edited with the special needs of a particular clientele constantly in mind.

¶ Advertisers have found that space in THE CORN BELT FARM DAILIES is worth much more than it costs. This is true not only because the rate per line per thousand of circulation is exceptionally low, but because this circulation represents the most prosperous and substantial class of farmers in America—a class that can be reached through publications of such strong reader interest as to assure the advertisers' story maximum attention.

Daily Drivers Journal, Chicago
Daily Journal-Stockman, Omaha
Daily Drivers Telegram, Kansas City
Daily Live Stock Reporter, St. Louis

Combined Circulation—More than 100,000 Guaranteed
Subscription Price—Each publication \$5.00 per year
Combination Advertising Rate—35 cents per line flat
Unit Service—One Order, One Plate, One Bill

General Advertising Office:

THE CORN BELT FARM DAILIES

836 Exchange Ave., Chicago W. E. HUTCHINSON, Adv. Mgr.
 Eastern Office: Paul W. and Guy F. Minnick
 35 W. 42nd St., New York



farm Dailies

REG. U.S. PAT. OFF.

them to users in their territories.

As stated in the beginning, the inventor lived here and got capital interested here to develop the first idea, namely, the vertical clock. We had clock movements shipped here and made the other parts and assembled them here in our own work rooms. With this first model, the attachments took it so far out of the line of a clock that the clock factory would not manufacture it completely. But with the new model, which was entirely a clock, the clock factory agreed to make it completely in its own factory, wrapping and packing it in cases ready for shipment direct to customers.

In other words, we contract for quantities of these in ten or twenty thousand lots at so much apiece. The factory being sympathetic with our problems of marketing does not rush the entire order on us at once, and thus load up our stock rooms out here. We keep it advised on orders coming in and the factory is able to keep a unit or department working on the clock all the time.

This practically puts us in the position of a jobber, only in our case, we assume the responsibilities for so many thousand clocks to be made and delivered to us. The ordinary jobber in most cases assumes no responsibility for the sales and will not order any quantity of goods until the factory or producer has created a market and demand for the article.

We have found that true when trying to sell to other jobbers. Nine out of ten are willing to go out and take orders after we have created the demand. Occasionally we do find one that will take hold of it and put forth a reasonable amount of sales effort to entitle him to some rights and protection in his territory.

When we first came out with this idea of a handy minute timer for any and all short time processes, I went in person to a number of the old-line regular clock factories, and they seemed to be so set in their rules and regulations that they would not take on any new proposition.

Being a clock man for the last

thirty years, beginning when a boy, I realize that every day in the year some mechanical genius or fanatic comes and asks the clock factory to "manufacture his patent for him." In ninety-nine cases out of a hundred, he has only a crude idea and what he really wants is for the factory to develop his patent for him. We can see where the clock factories have found it unprofitable to take on the manufacture of a new device every little while.

I discovered in Waterbury, Connecticut, a firm which has made a specialty of building new and special clock movements for people over the country and has managed it on such a basis that the company does not assume any risk and does not attempt to do any "developing." When a proposition looks like a substantial, reliable mechanical thing and there is financial backing to it, the company will enter into a contract to make it. In this way, the manufacturer has contracted to make our Reminder for us. We have paid for the making of special dies and tools, and contract, in advance, for the clocks, paying in advance for a liberal portion of them.

The reason our factory is in Connecticut is that it has the equipment there to make the clocks. The reason we are here is that we have the equipment here to pay for them. This being a centrally located place, we are able to ship direct from New York City to South Africa, or around through Panama to San Francisco. With a stock of goods here, which is shipped to us by freight, we can fill orders in the central territory quickly by mail or express in small packages.

Even though we are here primarily because of the financial situation, I am more and more convinced of the fact that it is a good arrangement to have our centrally located distributing office right here. We expect in time to have one or two good distributors or salesmen on the Western coast, and they can handle their distribution from there, much as we do here.



Serviceable Signs for Service Stations—

THE automotive industry is wedded to DuraSheen Lifetime Porcelain Enamel Signs as service station markers and for general outdoor use because they are impervious to rain, snow, sun, dust, heat and cold, and do not have to be frequently replaced.

Long, hard wear, vivid, fadeless colors—great visibility—great readability, make DuraSheen Signs the most economical and serviceable of all signs. Unlike ordinary signs, DuraSheen Signs are made of highest grade porcelain, fused into heavy sheet steel at 1800° Fahrenheit. They are permanent, life-time signs. They never rust, or fade. Always bright and attractive and easy to keep clean, they are preferred by dealers everywhere.

Let us design a sign to fit your needs, without obligation on your part.

THE BALTIMORE ENAMEL and NOVELTY CO.

Mt. Winans, Baltimore, Md.

200 Fifth Avenue, New York City

ARE YOU INTERESTED IN—

Increasing the power, per dollar, of your advertising?

Focusing national advertising where you have distribution?

Meeting the demand for more effective dealer co-operation?

Bridging the wide gap between home or office and the point where your products are on sale?

If you're interested in solving these important problems, you too, should use DuraSheen Lifetime, Porcelain Enamel Signs. It is hard to name a big national advertiser who doesn't use DuraSheen Signs.

DuraSheen

Porcelain fused into Steel —

Lifetime Signs

The Folly of Letting a \$5000 Man Write a \$5000 Advertisement

It is easy to write advertising that will please the man whose goods and name are featured. It is not so easy to write what will make the casual reader want your goods sufficiently to do something about it.

Most advertisers assume a general interest in their product which does not exist.

Few advertisers exact advertising copy that measures up to the value of the space it is to occupy. The rest seem content to invest in artistic achievements of illustration and typography. Any publication you pick up is full of them. Little Lord Fauntleroy's of advertising; all dressed up and nothing to say. They cost their sponsors thousands of dollars a month.

Every now and then, but only now and then, an advertisement stands out from the others and you actually start to read it. You do so because for some reason it appears to hold something of interest and information. It promises to be a message rather than a mere mosaic of words.

To have thirty thousand people read your advertisement is more resultful than to make a pleasing impression on the million readers who will leaf-over the advertising pages. If you believe there are many advertisements which invite reading through to the end, try reading a few without skipping.

Good advertisements are scarce, because men who can write them are scarce. How many men master your business in less than ten years? How many master any business short of that time? Ad writing is no exception, and ad writing is a business.

Until advertisers regard more seriously the selection of the man to fill the space bought, space costing five

dollars a line will be filled by writers of five years' experience—and less. Much that is patter will pass for advertising. A very profitable situation for those who pay the same price for copy that elbows its way to the reader's attention!

To find the man who can write good copy, look for one who has written good copy before. He is probably with an organization that has a record of direct hits; one that is identified with advertisers whose success is conspicuous, and who, however small their start, are putting thousands of dollars a year into advertising and making it pay.

The way to pass judgment on advertising copy is to read it in the rough. If it contains a real idea, no sketches are required to convince you of the fact. Read copy in manuscript form. If the unadorned typewritten lines give you a thrill, the chances are it is good copy.

The way to test new copy is to try it on the public. Prudence suggests trying it on a small scale. There are ways to test copy for three hundred dollars and they are just as conclusive as tests costing thousands.

If you are a mail order advertiser, it might be worth while talking with a copy writer whose copy has collected \$65,000 from a single magazine page. If your advertising comes under the head of general publicity, it might still profit you to have your ads formulated by a copy writer whose training has been to try for the money.

Advertisers large and small who realize what it costs to run even second-best copy are invited to confer with this agency.

Kling-Gibson
C O M P A N Y
310 SOUTH MICHIGAN AVENUE • CHICAGO
Advertising

When the Selling System Acquires Barnacles

Does a Business Organization Need a Periodic Overhauling?

By A. H. Deute

THE incident which started this little study is this: A few years ago a man I know was employed as sales manager by a certain company. He was brought in for the purpose of cleaning house, inaugurating new ideas and that sort of thing. I talked with him after he had been on the job for a month.

"Well, I've surely got to do a lot of cleaning up first and then I've got to put in some modern systems and methods. Right now we don't know whether we're going or coming."

And he did clean house and he did install new systems.

Now, a short time ago, this particular sales manager stepped out of the picture and a new figure came on the scene. "This business is surely in a rut," he told me. "Got to have something done to it. Been drifting along for the last few years with nothing done to it to speed it up."

So that set me to thinking. Is it possible that a brilliant, dynamic executive can, within a few years, burn out? Can a sales organization built only a few years ago with the one idea of having speed and snap deteriorate in such a few years into a "back-number"? It seems highly improbable and yet there it was.

So I looked up to the new sales manager again and said to him: "I wish you'd tell me what you're up against. It seems to me it was just a few years ago when your predecessor told me about the same thing you're telling me. What's gone wrong?"

"Everything," was the reply. "Just, for example, take the matter of reports, charts, graphs, market analyses and all these special investigations. There may be a real need for some of these reports, but if so, I haven't found it yet.

Possibly, once upon a time, these reports were valuable, but that time has long since passed. What happened was that the former sales manager was a great admirer of elaborate reports. He liked to look at them. He found many reasons for having various kinds and types of reports. But after he had received one report each day for a few months, he became more interested in another type of report, and the old one just went into its regular file. The men whose job it was to get it up kept right on getting it up. And I'm able to save the company a lot of money by getting rid of the unnecessary reports."

That brought to mind the story of a man who was on the pay-roll of a certain company for over ten years, doing nothing but getting out a certain set of figures each week. He sent copies of those figures to a dozen different men in the organization. One day an engineer came into the organization to see if he could earn his fee by eliminating unnecessary expense. He ran into this report when he was going over a certain executive's records and asked what that report accomplished. "Doesn't help me a bit," was the reply. "But it's been coming to this desk since before my time. I guess it's useful to other people in the company."

And so this engineer traced down that particular report and found that in the entire group not a man was making use of these figures. In three instances, executives who might have found them helpful were getting the same figures through another channel.

Further investigation brought out the fact that over ten years ago the company had run into a period of shortage of manufactured stocks. There were numerous small

Your True Romantic Is the American

We do not always admit it, but there is probably no nation so romantic as ours. In our veins still courses the blood of the pioneers. We are still an adventuring people.

That accounts for the eager interest shown in the sixteen magazines of the All-Fiction Field. The demand for the sort of good fiction carried in these magazines is so spontaneous and sincere because it comes from the warmest of human instincts—the love of romance.

When you tell your sales story in the advertising pages of All-Fiction Field, you are appearing before an audience of whose friendly interest you may be assured at the start.

2,780,000

(Members Audit Bureau of Circulations)

All-Fiction Field

Magazines of Clean Fiction

New York


Chicago

Boston

San Francisco

OFFSET LITHOGRAPHY

Puts

 WHEN you wish to obtain those odd, fascinating effects in your illustrations—think of OFFSET.

When you decide that some certain piece must be the most forceful you ever produced—think of OFFSET.



Produced on a HARRIS Offset Press.

S versatility into Advertising

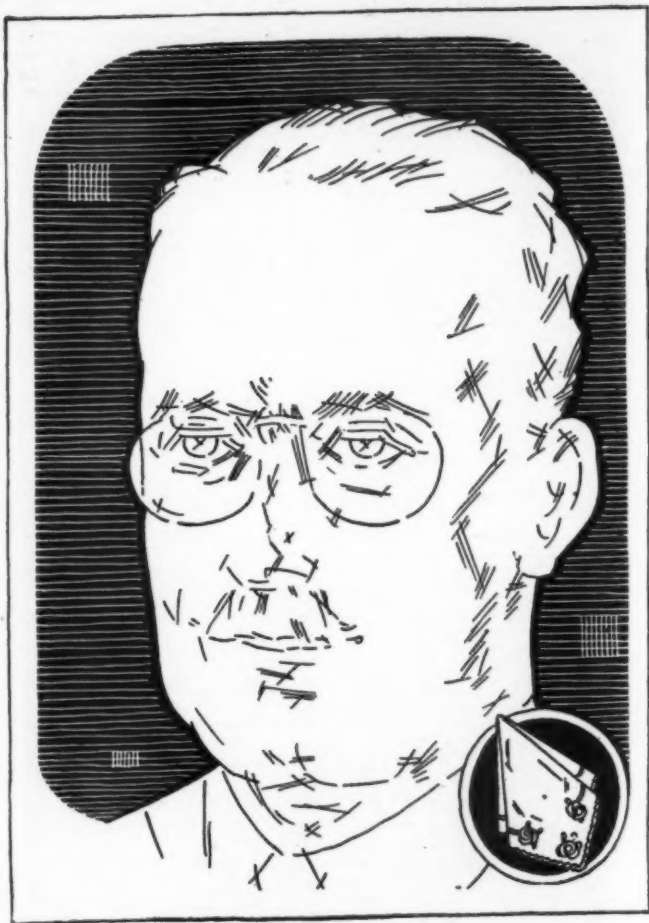
When you resolve that your entire series of mailings shall be different piece for piece — think of OFFSET. OFFSET gives you an opportunity to obtain versatility that keeps your advertising campaign new. Are you taking advantage of it?

Call in an Offset Salesman

His sample book will prove a revelation. His well grounded ideas and willingness to co-operate will please you.

*Published in the interests of
More Effective Advertising
by The Harris Automatic
Press Co., Cleveland, Ohio,
Manufacturers of*

HARRIS
offset  presses



THIS manufacturer of pure Irish linen has been advertising in the Economist Group for six years and is still going strong. He says that in this way he keeps in constant touch with incoming buyers—and also that he finds this the one successful means of presenting his case to the textile field. He knows the **POWER** of the Economist Group. If properly advertised, any good line can be profitably advertised to department and dry goods stores.

—239 W. 39th St., N. Y. and principal cities—

lots of stock in warehouses around the country. In order to take fullest advantage of these scattered stocks, the president of the company asked for this report to be sent to him weekly and suggested carbon copies for a number of department heads. A clerk was put at the job of making up these figures. Nobody ever told him to stop and so he just kept right at it. He was being paid \$200 a month, \$2,400 a year. Including interest, the man and his reports had cost the company well over \$30,000 and yet the reports had long ago become unnecessary. If the engineer hadn't run into this case, the house might have spent another \$30,000 in this work and then pensioned the clerk.

There is always apt to be just something of that nature in any business house—things being done which once were necessary and valuable, but which in course of time become needless and must be eliminated, lest they simply become barnacles on the sales department to which these things are usually charged.

Members of the board of directors have sons in college. There comes a request for an advertisement. At the time, it may be a very nice thing to run the ad. But the first thing one knows the reason is forgotten, but the ad keeps right on running.

Then there are the barnacles that try to qualify as trade papers. No particular advertising medium is so injured by useless associates as the worth-while trade paper. It is beset on all sides by the unnecessary trade paper which still manages to get just enough advertising to permit it to go to press regularly. It may make a rather poor living for some "publisher," but it does no real good. On the contrary, it helps to make the going tougher for the trade paper which really is able to serve.

"Oh, well, we've always taken a page in that little paper, ever since Bill Jones started it," the head of a company said one day. "You see, Bill used to work in the same house with me, once. And one day he stepped out and started his little trade paper. He came

around to see me about an advertisement. I'd just been put in charge of the advertising and I gave him a page. We've had that same space ever since. I don't suppose it does us much good, but it doesn't cost much."

"Do you realize that in the last fifteen years, you've sent your friend Bill checks which total over \$18,000? And that's not counting interest on the money."

"No—you don't say!"

"And just a year ago he raised the rate on you and you've kept right on with it!"

"Is that so. Well, cut it out right away. Who'd have thought it?"

And so it goes. Little items here and there, which, individually, don't amount to much, but in the aggregate run into real sums and over a period of years become actually appalling.

"Just what do you get out of this association?" an engineer asked a sales manager. He held in his hand a bill for a year's dues—\$100.

"Oh, nothing special. We joined during the war. They helped us get some things cleared away that were confusing. I don't see any real reason for keeping it up, though."

And so the house resigned from the association in question. And then that was followed up by a listing of all the associations to which the house belonged. There was really an amazing number. It amounted to some twenty or more. The manufacturing department belonged to several. There were State associations and Buy-at-Home associations and associations with all sorts of names and advertised purposes, but when all was said and done, it developed that there were exactly three trade associations to which the company could belong with benefit to itself. And so some seventeen were dropped and there resulted a saving of over \$2,000 a year. None of any real use was overlooked. Only those were dropped in which nobody in the organization was taking an active part and which could not hope to give the house any real benefit.

But it is not only the annual or the perennial barnacle which adheres to the house and stays on and on and on until somebody finds it and removes it. There is, also, the occasional barnacle in the shape of the special edition and the program and the thousand and one other "excuses" for an advertisement.

Some sales and advertising managers or heads of houses are much more susceptible to this sort of appeal than others. All too often the most susceptible buyer is the individual who has such a small advertising appropriation that he has only limited experience and cannot stand up against the clever appeals of this type of solicitor.

One of the most interesting plans for scraping the barnacles is that of a sales manager who every six months gets all his office men together and also writes to all of the men in the field and says: "Now, let's see if each of us can find something which we can cut out without hurting the progress of the business. Suggest anything you like. Sign the suggestion if you want to, or leave it unsigned, if you prefer. Then I'll consider each one."

He finds something each time which can be eliminated to advantage. During his last round-up he received an unsigned suggestion from a salesman—like this:

"We get too many bulletins from too many people. Last week I got eleven. They came from the credit department and the advertising department and from three or four men in the sales department. The eleven pieces came in eleven separate envelopes. It probably cost the company at least 50 cents to send me that wad of stuff. It was too much for me to digest. Also you could have saved stamps."

That was something worth looking into. The sales manager worked out this plan—all material for bulletins to salesmen come to his desk. He goes over them and edits them. Often he can eliminate one or two entirely. Then they are all run off at the same time and sent out at the same time in one envelope to each man.

There is a postal card in the envelope which the salesman signs and returns to the sales manager which shows that he got his bulletins. There is no more danger of bulletins being held in numerous hotels over the territories waiting for the men to call for them. The sales manager knows each week that each man got what was sent him and the salesmen get much less material than they got before, but what they do get they can read and use.

To Register Advertised Trade-Mark

Application has been made for the registration of the trade-mark "The Thomson One Man Loaf Moulder," by the Thomson Machine Company, Belleville, N. J., manufacturer of bakers and special machinery. The loaf molder has been on the market for two years and has been advertised in business papers and by direct mail.

The result of this advertising, which will be continued, has been greater than was expected, according to E. T. Parsons, president of The Thomson Company.

Bayuk Cigars Reports Gain in Surplus

Bayuk Cigars, Inc., Philadelphia, Havana Ribbon, Prince Hamlet cigars, etc., reports a surplus of \$203,585, after charges, for the third quarter of 1926, against \$151,587 for the corresponding quarter of 1925. For the nine months ended September 30, surplus was \$505,765, compared with \$261,743 for the same period last year.

To Represent "Groceries" and "Chemicals"

Joseph J. Solo, Detroit, has been appointed Michigan representative of *Groceries and Chemicals*, both of New York. Harold Hull, of Chicago, has been made Western representative of these publications.

Batavia "News" Appoints Ingraham-Powers

The Batavia, N. Y., *News* has appointed Ingraham-Powers, Inc., publishers' representative, as its national advertising representative.

Joins Grey Advertising Service

E. C. Harrington, formerly with the George Batten Company, has joined The Grey Advertising Service, Inc., New York, as an account executive.

Zone Selling and Zone Advertising

Newspapers for the cities and towns.

State farm papers for the country.

Agricultural problems of production and marketing differ with local conditions the country over.

National magazines can no more compare in urban sales with Newspapers than can national farm papers compare in rural sales with state farm papers—sales meaning both circulation and influence.

Zone selling and zone advertising is the simple, sure way to largest sales at a profit.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

Move to Cancel 100,000 Dead Trade-Marks Gains Force

The Thoughts of the Commissioner of Patents on This Important Subject

*Washington Bureau
of PRINTERS' INK*

THE proposition to cancel a large number of dead trade-mark registrations is being complicated by the publication of misstatements and fallacious opinions. One statement of the kind, recently published, was to the effect that inactive trade-marks are being culled from the Patent Office register at the rate of several thousand a year, under the operation of the trade-mark Act of 1905. This statement gave Thomas E. Robertson, Commissioner of Patents, as authority, and left the impression that the operation of the law is all that is necessary to return to public use the thousands of registered marks that have been practically abandoned.

This, of course, is contrary to the facts of the condition which were set forth in previous articles on the subject in *PRINTERS' INK*.^{*} It has been estimated that there are probably 100,000 unused marks on the register, and there is not the slightest doubt that this large number of registrations unnecessarily complicates trade-marking and labeling by withholding from use many valuable marks.

One day last week, Commissioner of Patents Robertson expressed his approval of the *PRINTERS' INK* campaign for the elimination of as many dead registrations as possible. He also said that there was no way of telling how many abandoned marks were identified by the renewal clause of the 1905 act, and pointed out that there were grave dangers surrounding the use by others than the owners of marks the registrations of which have not been renewed within the time limit, unless abandonment could be established.

"I have been informed," he con-

tinued, "that several trade associations have acted on the suggestions of *PRINTERS' INK*, and are formulating plans to assist the Patent Office in clearing the register of unusual and abandoned marks. In this work, which we approve, we will co-operate so far as the law will permit. We believe that trade associations can produce excellent results by inducing their members voluntarily to cancel registrations of unused and abandoned marks.

"This activity is welcomed and approved by the Patent Office for two reasons. If carried on extensively it will result in simplifying the processes of trade-marking and trade-mark registration by opening to adoption a large number of trade-marks which are presumably protected by registration. And it will tend to prevent misunderstandings, interferences, oppositions and litigation. Secondly, the interest and activity of trade associations in the matter coincides with our desire to make the trade-mark registration service of greater value to American business."

In regard to the results produced by the renewal clause of the 1905 Act, Mr. Robertson explained that failure to renew the registration within the time limit permitted did not necessarily mean that a mark had been abandoned. He mentioned several instances of owners of valuable marks failing for one reason or another to renew their registrations within the last six months of a twenty-year period after the first registration, which the law permits. In these cases, the owners re-registered their marks; but if they had not done so they could have found protection of their property rights under the common law.

The first registrations allowed by the Patent Office under the act of 1905 were issued about July 1 of that year. At that time the records were published according to

^{*}"Over 100,000 Trade-Marks Ought to Be Cancelled," July 1, 1926, page 10.

"How 100,000 Dead Trade-Marks May be Cancelled," July 8, 1926, page 93.

WHAT the McGraw-Hill Company is among trade paper publishers—Electrograph is in the field of dealer-to-consumer Direct Mail.

Electrograph creates, produces and distributes Direct Mail—to the consumer—through the dealer—for the factory. Central location for distribution speed and lower carrier costs. Sole owners of the patented Electrograph equipment. Vastly increased production; low cost. Most important: specialists with a long record of dealer-to-consumer Direct Mail successes.

THE ELECTROGRAPH COMPANY

Home Office: 725 West Grand Boulevard, Detroit, Michigan

Electrograph

Created **DIRECT-MAIL** *Localized*
Individualized
Distributed

In Illinois, Electrograph Advertising Service, Inc., Chicago is licensed to operate under Electrograph patents.

you know the Facts these men know?

WHEN 652 great concerns all choose the same city from which to serve the South—there is obviously a story behind it.

When 652 leaders in American industry find it necessary to maintain Southern branches—there's a story behind that, too.

And when the Atlanta branches of these concerns so frequently lead all other branches in rate of increase *and in volume*—there's a story to be studied by every sales and advertising executive in the country.

The research men of the Atlanta Industrial Bureau will be glad to prepare for you a special report covering the conditions and opportunities here for the concerns in which you are interested. These reports are made from first hand data, gathered fresh in each case—so that every report is thoroughly authenticated.

Each case is handled in the strictest confidence. What branches of industry can we report on for you?

INDUSTRIAL BUREAU

1570 Chamber of Commerce

Send for this Booklet

which gives the experience of some of the 652 great concerns which have already come to Atlanta to serve the rich Southern market.



ATLANTA

Industrial Headquarters of the South —



the calendar year. This makes it difficult to estimate accurately the number of registrations that have not been renewed, and only a general idea can be established without considerable research.

The first twenty-year period expired about July 1, 1925, and from that date until June 30, 1926, the Patent Office received 4,479 applications for renewals.

From January 1, 1905, to January 1, 1906, only 4,490 trade-marks were registered. The next year, however, registration was stimulated to a considerable extent, and the records show that from January 1, 1906, to January 1, 1907, there were 10,598 registrations. Hence, it may be practicable to strike an average by taking half of the registrations for both of these calendar years, and to conclude that, in round numbers, there were 7,500 registrations during the fiscal year—the first full year during which the 1905 Act was administered.

Then, if the 4,479 applications for renewal are subtracted from the 7,500 original registrations, we have approximately 3,000 registrations which have not been renewed and which are automatically removed from the register. But this does not mean by any means that the operation of the law establishes that these 3,000 marks are dead, unused or abandoned.

In commenting on this phase of the subject, Mr. Robertson said that it was impossible to estimate what percentage of the possible 3,000 marks involved could be placed in the category of public property. He pointed out that failure to renew a registration does not prove or even indicate that the mark involved has been abandoned. Hence, it is obvious that the adoption of these marks by others than their owners is surrounded by hazards, regardless of the fact that when a registration is not renewed it might be not only adopted but registered by another. In that case, registration by another would not affect the original owner's rights under the common law if the mark involved was still in use.

"Regardless of the renewals," Mr. Robertson added, "it is essen-

tial to determine just which marks have been abandoned, if any appreciable number of marks on the register are to be opened for re-adoption. If it can be shown that any mark already registered has been abandoned, under the law the Patent Office may re-register that mark to another within the twenty-year period. The whole matter sifts down to a basis of establishing abandonment, and trade associations can be of great assistance in inducing their members to notify us of the voluntary abandonment of unused marks by their members."

Post the Sales Staff on Direct-Mail Plans

"Every advertising manager looks to the sales department for co-operation in keeping the trade adequately supplied with direct-mail literature and intelligently informed as to its use," said R. B. Cook, of the David Lupton's Sons Company, Philadelphia, in an address which he made last week at the convention of the Direct Mail Advertising Association. But it is not reasonable to expect this assistance if the men in the field are not fully and promptly posted on the company's advertising plans.

"Sell the men in the field well so that they can sell the dealer or consumer, as the case may be," Mr. Cook cautioned advertising managers. "You know the sort of requisitions for literature we all get as, for instance, 'John Jones & Company need a supply of literature.' John Jones & Company may be a Boulder, Colo., concern and we're back of a desk in Philadelphia.

"We can't fill such a requisition. We don't know Jones's requirements. We stopped this practice and spent some time educating our field men. Since we did, we get better results. Our requisitions for literature are easier to fill and I have no doubt but what the waste has been considerably reduced."

Postum Cereal Profit Increases

The Postum Cereal Company, New York, and subsidiaries, Post Toasties, Postum, etc., report a net profit of \$2,958,208, after charges, for the quarter ended September 30, 1926, against \$2,952,533 for the same quarter last year. Net profits for the first nine months of this year were \$9,036,846. This compares with \$8,076,858 for the similar period in 1925.

Joins Baltimore Agency

Stanley Engle, for several years with the Norman T. A. Munder Company, Baltimore, has joined J. M. Daiger, Inc., advertising agency, also of Baltimore.

Announcing
THE APPOINTMENT OF
T. L. BRANTLY
AS ADVERTISING MANAGER

Collier's
THE NATIONAL WEEKLY

THE CROWELL PUBLISHING COMPANY
FRANK BRAUCHER, *Advertising Director*
250 PARK AVENUE NEW YORK

The GEORGIAN ~ Honored by Georgia

THE Georgia Press Association, representing the newspapers of the entire state, in convention assembled on September 25th, awarded the Sutlive Cup to The Atlanta Georgian-American—"in consideration both of work done and of the program mapped out for the future—a work of faith and of tireless energy, with an end in view no less than the great destiny of Georgia."

The Georgian-American is playing a *recognized* great part in the South's advancement

The circulation of The Georgian-American is going home to this great and growing market of the South.

For the six months ending September 30, 1926, the average daily circulation of the Georgian was 60,773—34,135 of which comprised the circulation in metropolitan Atlanta.

The Sunday-American, for the same period, an average weekly circulation of 126,103—30,361 of which was in Atlanta.

Oct.

Su

Donated
by W.
Editor

GE

F. A. V

NEW YORK
W. G. HO
2 Columbus

Awarded to

"the newspaper of the state performing
the most distinguished service for the
upbuilding of Georgia."



The Sutlive Cup 1926

Donated to the Association
by W. G. Sutlive, Managing
Editor of the Savannah Press



ATLANTA

F. A. WILSON-LAWRENSON
PUBLISHER

ROGER M. REYNOLDS
ADVERTISING MGR.

REPRESENTATIVES

NEW YORK
W. G. HOBSON
2 Columbus Circle

DETROIT
FRANKLIN S. PAYNE
General Motors Bldg.

CHICAGO
F. B. CRAWFORD
Hearst Building

BLACKETT and SAMPLE

INCORPORATED

Advertising

58 East Washington Street
Chicago

*We create the advertising for the
following products:*

Ovaltine

Lewis Lye

Vanta Baby Garments

Towle's Log Cabin Syrup

Gold Medal Flour, Foods and Feeds

Allen-A Hosiery and Underwear

Alemite Automotive Products

Northern Tissue

Hansen Gloves

Toastmaster

Ball Fruit Jars

*and we try to assist each client in carrying out that
particular type of sales work necessary for him to use
in making his advertising a money-making investment*

Before You Adopt a Slogan

RODEN LAMINATED TIRE CO.
UNION CITY, N. J.

Editor of PRINTERS' INK:

We are very much interested in all matter which you may have which pertains to advertising slogans. We would be very grateful to you if you could either furnish us with any past copies of your publications which go into this subject or at least refer us to the issues in which such material has appeared.

RODEN LAMINATED TIRE CO.
A. B. SHARPE,
Sales Manager.

IT is encouraging to see the interest that manufacturers and advertising agents are taking in slogans. There has been too much of a tendency to get up slogans on the spur of the moment instead of giving them the same serious thought which the remainder of the advertising receives.

The results of this slighting of the slogan is clearly evident in the PRINTERS' INK Clearing House of advertised phrases in which there are now registered 4,513 slogans. These phrases have been registered since June, 1919, when the Clearing House was started. A great many of these slogans are of no particular help to the advertisers using them. When they were adopted little consideration was given to them, and consequently they are incapable of performing any really worth-while selling duties.

Articles relating to the development of slogans and their use in advertising have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY. A reading of these articles will bring to light many interesting and important factors for the advertiser who wants a slogan or the advertiser who wants to improve the phrase or phrases that he is now using. PRINTERS' INK will be glad to send a list of these articles on request.

A list of slogans recently registered in the Clearing House follows.—[Ed. PRINTERS' INK.]

Active Sulphur for Soil, The. (Bac-sul). Western Sulphur Co., San Francisco, Calif.

America's Foremost School of Commercial Art. Federal Schools, Minneapolis, Minn.

America's Lake Country. Ten Thousand Lakes Association, St. Paul, Minn.
America's Most Luxurious Motor Car. (Stearns-Knight). F. B. Stearns Co., Cleveland, Ohio.

As Fine as Money Can Build. Chrysler Sales Corp., Detroit, Mich.

Band With the Little Hooks. The Wick Narrow Fabric Co., Philadelphia.

Better Wire Cloth. A. Buffalo Wire Works Co., Inc., Buffalo, N. Y.

Builders' Department Store. The Mox, Inc., Los Angeles, Calif.

Builders' Department Store. A. Mississippi Valley Structural Steel Co., Decatur, Ill.

Built Better to Wear Better. (Balloon Cord Tires). Gutta Percha & Rubber, Ltd., Toronto, Ont., Canada.

Built to Do the Work. (Tractor & Thresher). Minneapolis Steel & Machinery Co., Minneapolis, Minn.

Candy With a Smile. The Candy Butcher Shops, Inc., Buffalo, N. Y.

Chosen by the Majority. (Governors for Fordsons). Strand Mfg. Co., Minneapolis, Minn.

City of Destiny. Tacoma, Wash.

Cleans Teeth All Around. The Sealastic Co., Brooklyn, N. Y.

Colors Hair Inside, as Nature Does. Inecto, Inc., New York.

Costs More—Worth It. (Flour). Russell-Miller Milling Co., Minneapolis, Minn.

Counter Sign of Quality. The Koch Butchers' Supply Co., Kansas City, Mo.

Delicious Whole Wheat Cereal. The Wheatena Co., Rahway, N. J.

Don't Say Underwear—Say Munsingwear. Munsingwear Corp., Minneapolis, Minn.

Double Welt Means Double Wear. Shaft Pierce Shoe Co., Faribault, Minn.

Easiest Line to Sell. The (Wiss Shears). J. Wiss & Sons Co., Newark, N. J.

Envelope Is the First Impression. The Standard Envelope Manufacturing Co., Cleveland, Ohio.

Every Catch Stays Caught. W. A. Gibbs & Son, Chester, Pa.

Every Good Book—by Mail. Israel Soifer, New York.

Everything for Every Mill & Elevator. Strong-Scott Mfg. Co., Minneapolis, Minn.

An Eye for Your Gas Tank (Gas Gauge for Fords). Marquette Mfg. Co., St. Paul, Minn.

Finer Than the Finest Castile. (Castolay). Andrew Jergens Co., Cincinnati, Ohio.

Fits the Foot in Action or Repose. United States Shoe Company, Cincinnati, Ohio.

Floor Truck Specialists Since 1891. Nutting Truck Co., Faribault, Minn.

For the Active Woman of Today. F. Mayer Shoe Company, Milwaukee, Wis.

For a Lifetime of Hunting. Savage Arms Corp., Utica, N. Y.

For Modern Bathrooms. (Shower Sheet). Rubberized Products Co., New York.

For the Rest of the Night. (Pajamas). Steiner & Son, Inc., Asbury Park, N. J.

For Your Children's Sake. (Slides,

merri-go-rounds). Merremaker Corporation, Minneapolis, Minn.

Friend to the End, A. (Belmore Balloon Cord Tires). M. & M. Mfg. Co., Chicago.

From Out of the West. Samson Tire & Rubber Corp., Los Angeles, Calif.

Gaining New Friends Through Extra Mileage. Columbia Tire Corp., Portland, Oreg.

Gifts That Suit the Needs of Every Taste and Purse. Black Starr & Frost, New York.

A Hand-picked Separation. (Grain Cleaners). Carter-Mayhew Mfg. Co., Minneapolis, Minn.

Have a Camel. R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Home of Hospitality, The. Kenilworth Inn, Asheville, N. C.

Impressively Correct. Irish & Scottish Linen Damask Guild, New York.

It Pays to Use Good Tools. Vaughan & Bushnell Mfg. Co., Chicago.

It Rolls as You Step on the Gas. (Accelerators for Fords). Williams Bros. Aircraft Corp., San Francisco, Calif.

Keep Children's Feet as Nature Made Them. Shaft-Pierce Shoe Co., Faribault, Minn.

Keeps Step with the Weather. (Oil Burner). Northern Machinery Co., Minneapolis, Minn.

King of Food Fish. Associated Salmon Packers, Seattle, Wash.

Leather That Sells More Shoes, The. C. D. Kepner Leather Co., Boston.

Lets Your Pup Be Your Furnace Man. The Bryant Heater & Manufacturing Co., Cleveland, Ohio.

Lots of Satisfaction. Miami Realty Co., Hamilton, Ohio.

Luxury Soap of the World, The. Yardley's, New York.

Making Smoking "Safe" for Smokers. The Bonded Tobacco Co., New York.

Master Hand at the Throttle. (Governors for Fords). Strand Mfg. Co., Minneapolis, Minn.

Meal in a Glass, A. (Toddy). Maltop, Inc., Buffalo, N. Y.

Message of Purity, A. (Angelus Marshmallows). The Cracker Jack Co., Chicago.

Mixes Well With Any Friend. (Ginger Ale). The Indian Hill Co., Chicago.

More Gallons per Horse Power. Northern Pump Co., Portland, Oreg.

Most Powerful Shoe in America, The. Theo. Bergmann, Portland, Oreg.

Motorized Power—Fitted to Every Need. General Electric Co., Schenectady, N. Y.

Multiplied Insulation. Multi-Cell Co., Minneapolis, Minn.

Munsingwear—Beyond Compare. Munsingwear Corp., Minneapolis, Minn.

Newest Trimmings First, The. Zucker & Josephy, Inc., New York.

No Claim Is Ever Made About Samson Tires That Cannot Be Proven. Samson Tires & Rubber Co., Los Angeles, Calif.

No Sag in Any Way. Minneapolis Bedding Co., Minneapolis, Minn.

No Watching—No Turning—No Burning. (Toaster). Waters-Genter Co., Minneapolis, Minn.

Not Made to a Price—But a Perfect Product. Mrs. Day's Ideal Baby Shoe Company, Danvers, Mass.

Nothing to Sell but Service. Franklin Linotype Co., San Francisco, Calif.

Nothing Is Better in Floor Trucks. Nutting Truck Company, Faribault, Minn.

Originators of Instant Chassis Lubrication. Bijur Lubricating Corp., New York.

Outdoors Blanket of America, The. (Indian Blanket). Pendleton Woolen Mills, Portland, Oreg.

Perfect Underwear for Children, The. Minneapolis Knitting Works, Minneapolis, Minn.

Residential Hotel of Refinement, A. The Greystone, New York.

Ride in Before the Subway Comes, Cash in Afterwards. (Real Estate). George H. Worthington, Jr., White-stone, L. I., New York.

Saves the Face of the Nation. Fife Products Corp., Richmond, Va.

Scheme Is in the Seam, The. (Mattress). Minneapolis Bedding Co., Minneapolis, Minn.

Sioux Way Is the Better Way, The. (Mechanics' Tools). Alertson & Co., Sioux City, Iowa.

Specialists in Children's Good Shoes Since 1892. Shaft-Pierce Shoe Co., Faribault, Minn.

Spend Fifty—Be Thrifty. The Chocolate Shop, Buffalo, N. Y.

Still in the Lead. Page & Hill Co., Minneapolis, Minn.

Tailleur to Milady. B. Weinstein, New York.

Team of Steel. (Tractors & Threshers). Minneapolis Steel & Machinery Co., Minneapolis, Minn.

Their Choice Every Time. (Perfection Dog Food). Perfection Foods Co., Battle Creek, Mich.

There's Many a Castle Built Out of Cigarette Smoke. The Bonded Tobacco Co., New York.

There's a Meal in Every Muffet. Muffets Corp., Buffalo, N. Y.

They Can't Be Better. (Rough Rice Bags). Fulton Bag & Cotton Mills, New Orleans, La.

They're Pure. (Richardson's Mints). Thos. D. Richardson Co., Philadelphia, Pa.

This Is a Manley Year. Manley Mfg. Co., York, Pa.

Thorobred Air in Every Pair, A. (Gloves). Grewen Fabric Co., Johnstown, N. Y.

Toaster You've Always Wanted, The. Waters-Genter Co., Minneapolis, Minn.

To Patch a Hole—Or Build a Home. Western Wallboard Company, Seattle, Wash.

Trailer That Leads, The. Nutting Truck Co., Faribault, Minn.

What We've Done for Others We Can Do for You. The Erickson Co., New York.

When Tires Can Be Sold for Less. Westminster Will Sell Them. Westminster Tire Corp., New York.

When You Buy from Westminster, You Sell at a Profit. Westminster Tire Corp., New York.

Where Fashion Reigns. B. Siegel Co., Detroit, Mich.

The growing popularity of The Baltimore News

**On Saturday, October
2nd, by actual count,
1887 out of 3034 shop-
pers on Baltimore's
busiest retail street
said that they read
The Baltimore News!**

*—Just an added proof
of our contention that
unless you advertise in
The News you can't cover
even half of Baltimore!*

Net paid daily circulation of September
126,252

Small Dailies Discuss Co-operation with Advertisers

Meeting of Inland Daily Press Association at Chicago Hears Discussion on Extent and Character of Service That Should Be Accorded to National Newspaper Advertisers

TO what extent should the small daily newspaper adopt the methods used by metropolitan newspapers to get and hold national advertising? This and other angles of the question of newspaper co-operation and service was the subject which held the center of attention at the October meeting of the Inland Daily Press Association held at Chicago, October 19 and 20.

J. K. Groom, director of national advertising for the Northern Illinois Group of Newspapers, opened the discussion with a talk on newspaper solicitation methods in which he pointed out that the one service which the newspaper must perform before it can expect to secure national advertising is to equip its representative with information on the distribution in its territory of those products whose advertising it wishes to carry.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, also declared that the furnishing of market surveys is the most valuable form of service a newspaper can render the advertiser. He carried the argument a step further by saying that the publisher who furnished such information honestly and carefully prepared was going to protect himself in the long run from the often outrageous requests for co-operation which come his way. "Service," said Mr. Thomson, "too often becomes the football of competition and newspapers make rash promises which they find difficult to keep. If any service is offered it should be only such a service as can be rendered."

There is one field, according to Mr. Thomson, in which most news-

papers are failing to render as much service as they should and that is in behalf of the local manufacturer. He is seldom considered a local advertiser and his importance as a national advertiser is not appreciated. With the proper co-operation on the part of the newspaper he can be developed into an important factor in his own home town.

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, presented the agency side in the discussion and endeavored to clear up some of the technical misunderstandings which at times exist between the agency and the publisher. His purpose was to see that the agency was given proper recognition as the intermediary between advertiser and publisher.

A slightly different form of newspaper co-operation was discussed by Frank D. Throop, of the Davenport Democrat, who told of the results of the co-operative advertising campaign which the Iowa newspapers have been engaged in for the last two years.

The postal situation was given considerable attention by the association. J. D. Barnum, publisher of the Syracuse, N. Y., *Post Standard*, and active in committee work in behalf of postal rate reductions, discussed the matter. He not only urged members of the association to do all in their power to bring about the restoration of the 1920 scale of rates but he also pointed out the vital need for modernization in other departments of the postal service such as a transportation service comparable to the truck service which many publishers now find it necessary to employ.

P. M. Walker with Portland "Oregonian"

Paul M. Walker, formerly with the Dallas, *Oreg., Chronicle*, has been added to the advertising staff of the Portland *Oregonian*.

Packard Net Profit Increases

The Packard Motor Car Company, Detroit, reports a net profit of \$15,843,586, after charges, for the year ended August 31, 1926. This compares with \$12,191,081 in the previous year.



W



What
Price
Silver
Heels!

Sometimes a rank outsider gallops
home a winner---

But not often---

Past performance tells

YEAR after year the January Show issue of MoToR—The Automotive Business Paper—has had the **greatest** sale, has carried the **greatest** volume of business, the **largest** number of advertisers of any of the Show Time magazines.

100,000 copies—single copy price \$1.25—makes MoToR the outstanding sales medium of this important time.





40 Pages of Specifications

Covering the following data on the
NEW 1927 Models

Major Specifications:

Cylinder, Piston Rings, Connecting Rods

Crankshaft, Timing Gears, Camshafts

Valves and Lubrication

Ignition, Battery, Starting Motor

Generator and Lighting Circuits

Clutch, Transmission, Drive Shaft

Fuel and Cooling Systems

Rear Axle, Tires, Springs

Steering Mechanism, Front Axle and Brakes

Equipment Used

Body Details and Tire Equipment

Bearings, Electrical Units, Fans, Transmissions

Bearings, Axles, Springs, Steering

The most complete tables available. Used as a buyer's guide by dealers, jobbers, shops and car owners.

Specially bound volumes, board covers, gold stamped, are sent as a complimentary service to the buyers in all the leading jobbing houses and to the executives in the passenger car companies.

Reservations may be made at any of the following offices.

MoToR

The Automotive Business Paper,

EARLE H. McHUGH, Business Manager

119 West 40th Street, New York

**Hearst Bldg.
CHICAGO**

**Kresge Bldg.
DETROIT**

**709 Bellevue Ct. Bldg.
PHILADELPHIA**

**Boston American Bldg.
BOSTON**



Bull's-Eye Advertising for a Country Fair

This Campaign Picked Its Prospects and Made a Specific Appeal to Each Group

By James C. McGrath

SEVERAL days before the Tri-State Fair at Memphis, Tenn., opened its gates, an interesting departure in country fair advertising was attempted. Advertising for fairs has usually been limited to posters. The Memphis fair employed this method of advertising but supplemented it with a series of newspaper display advertisements, directed at groups of individuals rather than at a crowd.

In a way, the campaign followed the method employed by the ballyhoo man who stands outside the freak sideshow and exhorts the crowd to spend a dime and see his collection of five-legged cows and other freaks and fakes. The barker realizes that his profits lie with those persons who are in doubt as to whether they should spend their dimes. It is for these people that he includes in his remarks, statements and arguments for his show, which will apply only to a few at a time. By means of a few appropriate words, he makes the farmer feel that the show is for his special benefit. He gives specific reasons why the man from the city, the women, the young and the old, should see his exhibit.

It was with this idea of breaking-up the crowd into units, that a series of nine advertisements was prepared for the Tri-State Fair. Each advertisement was directed at a certain member of the family. There was one for the particular attention of father, another for mother and so on until big brother and sister, little brother and sister, grandmother and grandfather and the baby were taken care of. The advertisements all appeared at one time, each one on a different page of a local newspaper. The general tone of the advertisements was cheerful and alive. Each advertisement, measuring eight inches by two columns,

was illustrated with an attractive, smiling head of the member of the family to whom the copy was directed.

The captions of the advertisements all followed the same idea.



Baby

*says I'm going to the
Tri-State Fair because*

"Little ruggie wump," etc., which is baby talk for "There'll be a new ruggie row around this place if they try to park me at home with the creek. Besides, Grampy says she's going to meet me in the Baby Show and let me see the 'Hittler Come Florida.' There's a parking place for babies at the day nursery right on the grounds, too."

Opens Saturday---Let's Go

INSTEAD OF KEEPING ITS PARENTS AT HOME,
THIS BABY ENCOURAGES ATTENDANCE BY
THE WHOLE FAMILY AT THE FAIR

They familiarly addressed the reader as "Dad," "Big Brother," etc. "Dad," for instance, says "I'm Going to the Tri-State Fair Because." The copy then gave a number of reasons for the attendance at the Fair by that member of the family as follows:

"There's nothing to equal a fair for fun and useful information, and our own TRI-STATE annual event can give the best of them pointers. Keeps me posted on what this bit of 'God's Coun-

try' is doing. You bet it's 'The Show Window of America's Richest Region.' And they say the entertainment program is simply a knockout this year. I got to see that Missouri-Pacific Mexican Band and the other special big events on opening day! The thought of it all makes me feel like a kid again."

The things that a small boy would naturally be interested in, such as clowns, sideshows and pink lemonade, were given in the copy addressed to boys. He was made to realize that there are many things at the fair that seem to be there just for him and other boys. The copy of the "Little Brother" advertisement read:

"It's a circus, sideshow and vaudeville show all in one. Just too much fun in one place, almost, to be true. I got to see Hannaford, the 'bareback' clown from Ringling Bros.; Curtis Animal Circus with the 'krazy' mule, ride the flying jinnny, eat hot dogs, drink pink lemonade 'n everything! I'm going to compete in the harmonica contest on Children's Day, the 1st. Kids' regular admission is 25 cents. On Children's Day those under twelve can get in for a thin dime! Fireworks, hot diggity dog!"

The effect of this series of advertisements on the attendance of the fair could not, of course, be estimated. But it is plausible to reason that the people who read the advertisements, and realized that there were attractions for them at the fair as individuals, made some efforts to visit the fair-grounds.

Florida Publishers Discuss Affiliation

THE Associated Dailies of Florida, at their recent three-day convention which was held at Daytona Beach, devoted the second day's session to a joint meeting with representatives of the Florida State Press Association and the South Florida Press Association. Consideration was given to the proposal that all Florida newspapers combine in a central body which would look after the interests of all newspapers.

G. E. Hosmer, president of the Florida State Press Association, stated that the opinion of the members of his association favored such an amalgamation. The State

association desires to retain its identity, however, as does the South Florida Press Association, but individual members favor an alliance with the Associated Dailies, or an amalgamated body, agreeable to a decision of the three associations. The other organizations, Mr. Hosmer stated in reply to an inquiry from Lew B. Brown, president of the Associated Dailies, would be satisfied with any organization or affiliation which would make for a real business organization for both dailies and weeklies. It would be planned to have the contemplated association employ a paid executive who would look after the interests of all the papers.

The Florida State Press Association endorsed the work done by the Associated Dailies during 1926 as of importance to newspaper publishers throughout the State, even to those which are not members.

Fifteen newspaper members of the Associated Dailies responded to the roll-call, together with five associate members. It was strongly proposed that newspapers get back of the proposal to have hotel rates in reason rather than in season, in order to discourage the reports that visitors were gouged. Unanimous approval met the proposal that newspapers stick together to insist on good treatment of guests to the State.

Corn Products Income Gains

The Corn Products Refining Company, New York, Karo, Argo, Mazola, etc., reports a net income of \$8,607,239, after charges for the first nine months of the current year, against \$5,262,023 for the corresponding period last year. The net profit for the third quarter of 1926, was \$3,166,058. This compares with \$1,815,059 in the similar quarter of 1925.

J. W. Read Joins Collins-Kirk, Inc.

J. W. Read, formerly with the Kling-Gibson Company, Chicago advertising agency, has joined the staff of Collins-Kirk, Inc., advertising agency of that city, as an account executive.

New Account for Taylor-Eby

The American Injector Company, Detroit, has appointed Taylor-Eby, Detroit advertising agency, to direct the advertising of its American car heaters.



ATLANTA

THE CONVENTION CITY OF DIXIE

Within 24 hours' travel of two-thirds of the population of the United States. A city of open hearted hospitality, with a perfect climate. Has entertained an average of more than one Convention per day in past years, and future bookings indicate a much greater number for 1926.

Send for new, completely illustrated booklet showing our ideal convention facilities.

The South's Supreme Hotel

The ATLANTA BILTMORE

ATLANTA  GEORGIA

463 West Peachtree Street

Is It Possible for Management to Become Too Scientific?

The Old-Timer Salesman Does Some Sharp-Shooting at the Statistical Sales Manager

By Frank W. Smith

FIFTY years ago last month I started out selling goods, and I am still in the harness getting my daily dozen names on the dotted lines. In this half-century I have seen many sales campaigns start and finish, and the letters I have received from sales managers on how to sell goods, would, if piled vertically or stretched end to end, put to shame the White Star Line's statistics about the *Majestic*. Fortunately I have had little ambition in my later years to undertake a watch at the wheel of the salesman-ship, and I have been content to stand in my lowly place among the crew, watching the captains come and go, commenting as an old salt upon their handling of the ship, generally new to them.

As I read articles concerning the way salesmen should be handled scientifically, and as I look back over my own voyages of fifty years with my sample case, my thoughts hark back to olden days when the boss we reported to, was our sales manager, our general manager and our president. The boss of those days had become the head of the business because he was an honest-to-goodness salesman. He was a skipper who had built the ship and knew every bolt, spar and man in her.

Looking around today and talking to the salesmen of many concerns, I find that the sales manager very often has but a second-hand knowledge of the actual both-sides-of-the-counter sales contact. He has, by the touch of a button, instead, every possible device to check up on his salesmen—he can drive, he can hire, and fire, but he can't lead. The attributes of such a position are those of Sherlock Holmes, Pinkerton and Anthony Comstock, rather than those of a Roosevelt.

Much has been said and written of the passing of the old-time salesman. He was many times derided as a booze "hister" and a gay Lothario. At times, I guess he was, but he was a *salesman*. In the olden days, the salesman who would come into the boss's office, reach for one of his cigars and call him by his first name, did not indulge in this familiarity as a show-off. He did so because it was a perfectly natural thing for him to do. Between the old-timer and the boss, there was a bond of intimate understanding; between them there actually existed co-operation and loyalty to one another.

SALESMEN USED TO BE CRUSADERS

This old-timer was more than a man who sells, he was a crusader, a builder, a creator of business, and though he knew it not, his work was distinctly constructive, exemplifying in a marked degree the *resale*, which was then, is now and forever will be—the *real sale*. Though he practiced it daily, he knew nothing of "scientific" salesmanship. The Approach, Attention and Consummation of the Sale, were as yet, undiscovered. But he did know human nature, and he exuded humanity and companionship. He had the whole confidence of his customer and his firm and he held as a sacred heritage, his conception of this trinity of salesman, customer and firm. Service as it is now defined was an unknown term to him, though now I can look back through the mists of years to the old-timers I knew, and see that their constructive sales work exemplified this much-abused term to a marked degree.

The old-timer builded well for his firm and he had time enough to do the job. He had no quota

FIRST IN DAYTON—THIRD IN OHIO

The Dayton Daily News

carried

1,837,920 Lines

of

NATIONAL ADVERTISING

from

Jan. 1st to Sept. 30th, Incl.

—♦♦—
This is

244,543 Lines More

Than carried by the other Dayton papers combined

—♦♦—
THE NEWS GAINED

260,512 Lines

of

National Advertising
over the same period in 1925

**The News Alone Continues
To Sell
The Dayton Market**

National Advertising Representatives

I. A. KLEIN

NEW YORK

CHICAGO

San Francisco

A. J. NORRIS HILL

Los Angeles

WINSOR & MANN

ADVERTISING AND MERCHANDISING

337 BOULEVARD OF THE ALLIES

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to fill that meant loading up customers. The exacting requirements of Sales Research, Curve of Resistance, Standardization of Sales Effort, etc., etc., if not unborn, were at least in embryo then, so the old-timer simply went ahead *selling goods that did not come back, to customers who did.*

In those olden days, the sales management then in vogue, had at least, as compared to the elaborate sales schemes of today, the virtue of being simple and direct, and it had the still greater attribute of being *human*. Statistics from the Harvard Research Bureau and other bureaus, and Henry Ford were unknown. The Fluctuations of the Curve of Resistance to the Curve of Sales Standardization were as unknown as the poles. Despite the handicaps that the absence of these things provided, the old-timer, his boss and their honest, workable bond of co-operation built upon a rock the great industrial and sales organizations that exist today.

All these things make me wonder as I come to the end of the trail, rich in sales experience of a half century, if we have not reached the apex of complicated sales management. Had we not better stop now, and consider whether it is best to have the present completely mechanized sales corps—or hark back to the days of *humanized* sales effort? Since the World War, the sales managements in many of our great concerns whose salesmen I know, have considered the United States Army organization and the Ford plant as types of structures to emulate in sales planning. God forbid that either should prevail.

It may be possible to stifle the initiative in mankind and to have our selling methods directed entirely from the swivel chair. It may be possible accurately to determine the number of horseshoe nails or buttons per State, county or town, that can be sold by any given organization, and force it to sell them, but I believe and I hope that the salesman turnover will take all joy and profit out of the job.

Somewhere it is written—"To have many friends, one must be a friend to many." Nothing can make enduring friendship, nothing can develop loyal co-operation better than the mutual understanding between sales managers and the men they manage, and that co-operation is exactly as it is written—c—o—operation.

Becomes "Draperies and Decorative Fabrics"

The Henry T. Price Publishing Company, New York, publisher of *Draperies*, has been reorganized as the Hetty Publishing Corporation, a division of Edward Lyman Bill, Inc., also of New York. The name of the magazine has been changed to *Draperies and Decorative Fabrics*.

Edward Lyman Bill is president of the new company. Vincent O'Shea, is advertising manager and Prentice Winchell, editor.

New Account for Arthur Rosenberg Company

The I. Leon Company, New York, maker of Leon permanent wave machines, has placed its advertising account with the Arthur Rosenberg Company, Inc., New York advertising agency. A business-paper campaign is being conducted.

Bedding Account for Baltimore Agency

The International Bedding Company, Baltimore, has appointed The Green & VanSant Company, advertising agency, also of Baltimore, to direct its advertising account. Newspapers and direct mail will be used.

Appoints M. C. Mogensen & Company

The Medford, Oreg., *Mail-Tribune* has appointed M. C. Mogensen & Company, Inc., publishers' representative, as its national advertising representative.

"Office Life," New Publication

Office Life, a new magazine, is being published at New York, by William Phelps. It is issued monthly and is devoted to the interest of office workers.

With Honig-Cooper Agency

Stephen H. Matteson has joined the Portland, Oreg., office of the Honig-Cooper Company, Inc., advertising agency.

Government Publications of Interest to Advertisers

*Washington Bureau
of PRINTERS' INK*

EXPORTS of radio equipment from the United States have grown during the last five years from \$1,000,000 a year to \$10,000,000. The markets in foreign countries are constantly changing, for radio apparatus is one of the first commodities to respond to any change in economic conditions. The wide range of initial cost brings radio within the reach of nearly everyone, and any change in the purchasing power of any class is soon reflected in the demand for radio sets.

These facts from "World Radio Markets in 1926" indicate the value and interest of the report which was recently published by the Bureau of Foreign and Domestic Commerce. It is Trade Information Bulletin No. 433, and contains eighty-five pages of merchandising information which covers the radio markets of practically all of the foreign countries of the world.

* * *

The foreign trade of the United States is covered by two recent statistical reports for the fiscal year of 1925-26, and the calendar year of 1925. The latter is according to the International Statistical Classification. The reports are Trade Information Bulletins No. 432 and No. 437.

According to Bulletin No. 432, the fiscal year 1925-26 brought into striking relief the rapid growth in American exports of manufactured goods, and emphasized the importance of foreign sales of such goods as a stabilizer in our total foreign trade as well as in our domestic industry.

The bulletin for the calendar year, 1925 (No. 437) presents a series of tables showing imports and exports during the year, stated in the terminology of the uniform statistical classification adopted by the International Statistical Congress held at Brussels, Belgium, in 1913, and gives a list of bulle-

tins and other reports covering similar statistics for previous years.

* * *

"Automotive Equipment and Construction Preferences in Foreign Countries," Trade Information Bulletin No. 431, emphasizes the growing importance of foreign markets and the necessity of catering to local tastes and preferences as much as possible without detracting from the quality of automotive products or seriously interfering with economical mass production methods. In discussing the importance of considering foreign equipment, this report points out that the steady increase in the ratio of exports to production of American automotive products during the last five years has shown that the ratio, climatic, topographic, and economic factors which influence foreign market areas should be thoroughly considered by automobile and automotive equipment exporters, in order that their products may conform to the preferences and requirements of each market. It is these factors which the bulletin discusses in its fifty pages.

* * *

Of particular value are the notes on the market for electrical goods which accompany "Central Light and Power Plants in Africa," Trade Information Bulletin No. 423. This report points out that the data presented are of prime importance because of the difficulty in obtaining reliable information, and because of the time involved if correspondence is necessary to determine just what the buyer wants. "Inexperienced and non-technical importers often do not supply data as to the voltage, frequency (in the case of alternating current), and the kind of socket, and it is to assist the exporter in properly filling these orders that this information has been collected."

According to the foreword, this bulletin is the first of several being prepared by the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce giving information on cen-

THE JOHNSTOWN TRIBUNE'S

daily average net paid circulation for the six months ending October 1 was 31,983, an increase of 1297 over the same period last year. This growth is due entirely to the ever increasing confidence the community has in the Tribune, and not to campaigns, premiums or special solicitors.

Cover It All Through

THE TRIBUNE

JOHNSTOWN, PA.

NATIONAL REPRESENTATIVES
BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAGO

BOSTON

ATLANTA

tral electric light and power companies operating in countries where data are not obtainable from published directories or similar sources.

* * *

Besides a great deal of statistical and other information, "The Australian Lumber Market" contains a brief discussion of merchandising, and states that attractive advertising methods are being employed by lumber dealers. "In Brisbane, on the new city hall, huge banners all over the building proclaim to the public that 'Oregon timber' is being used. In the 'movies,' on tram cars, on sides of railroad trucks, in daily papers, and in magazines one constantly has brought to one's attention the fact that American timber is the timber to use. This advertising campaign is most essential in Australia, for the Australian pays keen attention to advertisements, and all Americans displaying products here have learned that it is essential to them to bring their products constantly to the notice of the general public."

This is Trade Information Bulletin No. 436, containing thirty-eight pages, and published by the Bureau of Foreign and Domestic Commerce.

* * *

Another bulletin that calls special attention to Australian advertising is "Furniture Markets of the Far East." This is Trade Information Bulletin No. 424, and, besides giving all of the statistical and other information usual in reports of the kind, it presents some valuable facts which bear directly on selling and advertising.

For instance, it emphasizes the radical difference in acceptable selling methods which exists in Australia and in other countries of the Far East. "In dealing with his Australian clients the exporter uses the same methods as he would use in approaching the domestic trade. Advertisements prepared for American readers can be used without material change just as effectively in the Australian press, and the style of business correspondence in vogue in the United

States is quite satisfactory in dealing with the Australian importers. Furthermore, there is probably no country in the world where it is easier to place an American agency than in Australia. American goods have built for themselves an enviable reputation which makes them acceptable without question."

* * *

Of special interest to printers and lithographers who produce certain commercial forms, as well as to large users of such forms, is Simplified Practice Recommendation No. 50, on bank checks, notes, drafts and similar instruments, which is now available. This report gives a list of a number of associations and manufacturers who have accepted the standard sizes recommended, and it gives in detail the accepted sizes of bank drafts, certificates of deposit, cashiers' checks, special or individual checks and the like, as well as deposit slips, customers' checks and pocket checks. It also presents a summary of bank check simplification, as well as a history of the project, and the proceedings of the general conference which resulted in the recommendation. Copies may be secured at 5 cents each by ordering from the Superintendent of Documents.

Profits of White Sewing Machine Increase

The net profits of the White Sewing Machine Corporation, Cleveland, for the nine months ended September 30, were \$952,093, after charges. This compares with \$673,142 for the corresponding period in 1925. For the third quarter of 1926, net profit was \$293,658, against \$316,465 for the second quarter and \$292,028 for the third quarter in the previous year.

Reorganize Peters & Baly

Harry M. Breslin, recently sales manager of the S. V. Holmes Printing Company, St. Paul, has purchased an interest in Peters & Baly, printers, of that city. The firm name has been changed to the Peters & Breslin Press.

Appoints Devine-MacQuoid

The Mount Clemens, Mich., Leader has appointed the Devine-MacQuoid Company, Inc., publishers' representative, as its national advertising representative in the East and West.

Wise Advertisers!

The October Issue—

1. A new four-color cover!
2. Eight new advertisers!
3. An increase in advertising volume which brings the total increase for 1926 to nearly 40%!

Wise advertisers are realizing the value of Banker Influence and using the most dominant magazine in the banking field to secure it.

{ The American Bankers Association
Journal offers an A. B. C. circulation
going to 22,000 banks where it is
read by over 100,000 bank officers. }

AMERICAN BANKERS ASSOCIATION JOURNAL

110 EAST 42nd STREET • NEW YORK CITY

ALDEN B. BAXTER, 110 E. 42nd St., New York City

CHARLES H. RAVELL, 332 S. La Salle St., Chicago, Ill.

GEORGE WIGHT, 25 Kearny St., San Francisco, Cal.

12,884

More Families!

RECORDING a remarkable growth in the Post-Intelligencer's family of readers, the Government Statement of Oct. 1, 1926, as compared with the statement of Oct. 1, 1925, each covering the previous six months' period, discloses a record net paid circulation gain of 12,884 daily and 10,283 Sunday. This is a 17.3% gain in daily circulation in one year. The Government Statement for Oct. 1, 1926, shows 87,222 week day and 145,923 Sunday circulation.

Exceeds Combined Evening Gains

This one-year gain in daily circulation of the Post-Intelligencer exceeds the combined increases of both evening papers. The Post-Intelligencer gained 12,884 daily; the first evening paper, 5,433 daily; the second evening paper, 6,512 daily. The two evening papers combined gained only 11,945, or 939 less than the single gain of the Post-Intelligencer, Seattle's only morning paper.

Progress Continues!

The circulation of the Post-Intelligencer is continuing its progress month by month! This is shown by the net paid average circulation figures for September, 1926; Daily, 91,124; Sunday, 150,307. This remarkable increase has been made—without the use of free premiums, subscription contests or other methods—solely upon the merits of this outstandingly good newspaper.

【Post-Intelligencer Circulation】
【Dominates the Seattle Market!】

Seattle Post-Intelligencer

Eastern Representative
W. W. CHEW
 285 Madison Ave.
 New York City

Western Representative
W. H. WILSON
 915 Hearst Bldg
 Chicago

Coast Representative
T. C. HOFFMEYER
 Monadnock Bldg.
 San Francisco

Makes Personal Contact Its Business Barometer

"We call ours a 'business of personal contact,' and emphasize the point by getting the contact ourselves." This statement was made by O. B. Westphal, vice-president of the Jewel Tea Company, Inc., Chicago, in his speech, "Selling Direct to the Consumer," at the recent convention of the American Management Association at Cleveland.

"Each of our branch managers," he said, "spends a portion of his time every week with his salesmen in the homes of their customers. This is for his own benefit, as well as that of the salesmen; it keeps the manager in touch with the consumer and, through him, keeps the company executives in touch with the requirements of their trade and the housewife's reaction to every company product and policy.

"Conventions and training schools are conducted every year by home office executives for managers and head salesmen," Mr. Westphal explained. "Frequent sales meetings are held in the branches and, yearly, the responsible company executives visit every branch, hold meetings and meet personally every salesman in the organization. We call ours a 'business of personal contact,' and emphasize the point by getting the contact ourselves.

"Every Jewel salesman knows the company's president personally and shakes his hand at least once every year. This also is true of his relations with the other responsible officers and executives. This makes it easy for us to insist that he know his customer and her needs. Moreover, he gets the company's policies, plans and expectations in outline at first hand from those who are responsible for them. This personal touch with the salesman, and through him with the customer, is the secret of 90 per cent of Jewel's success. Direct control of distribution all the way through to the ultimate consumer alone makes it possible.

S. S. Kresge Earnings Gain

The S. S. Kresge Company, Detroit, chain-store operator, reports net earnings of \$8,721,120 for the first nine months of the current year, against \$7,295,815 for the corresponding months last year. Net earnings for the third quarter of 1926, amounted to \$3,388,873, after taxes. This compares with \$2,744,580 for the preceding quarter and \$2,491,710 for the third quarter of 1925.

Maine Publishers Meet

The Maine Daily Newspaper Association held its quarterly meeting last week at Augusta.

A designing and advertising service has been started at Milwaukee by Frances McLeod.



Helpful copies of our House Organ production
will be sent on your request

ARROW PRESS, INC.
318-326 West 39th Street • New York

The Underwear & Hosiery Review
93 Worth St. New York



We serve out-of-town
customers who desire
"just the thing" at a just
price—and in good time.

GILBERT P. FARRAR *Associated with*

**NEW YORK MONOTYPE
COMPOSITION CO., INC.**

*Publication and Advertisement
Composition and Layouts*

461 EIGHTH AVENUE, NEW YORK, N. Y.
PRINTING CRAFTS BLDG. Tel. Lack. 7865-6.



**To reach
Chain
Stores**

**CHAIN STORE
AGE**

33 Worth Street

New York City

British Cotton Manufacturers Discuss Advertising

THE 1926 Advertising Convention of Great Britain, abandoned in the spring owing to a general strike, which made it imprudent for business men in large numbers to be caught at a distance from their homes, included arrangements for a conference and luncheon to which non-advertising manufacturers were invited. The funds appropriated for this purpose remained in the hands of the Manchester Publicity Club, which during a Civic Week staged by that city expended them on a similar conference and luncheon, attended principally by members of the Lancashire cotton industry centered around Manchester, though a few woolen men from Yorkshire attended, and Colonel the Honorable Vernon Willey, C.M.G., late president of the famous Federation of British Industries, presided at lunch.

A meeting at the Town Hall on October 6 was received by the Lord Mayor of Manchester (some other cities besides London now have Lords Mayor, if that is the right plural) and was addressed by Sir Edwin Stockton, a Lancashire financial magnate, and the Rt. Hon. J. R. Clynes, M.P., who was Lord Privy Seal and Deputy Leader of the House of Commons in the recent Labor Government.

At the succeeding luncheon, much the most important speech of the conference was delivered by Edgar Osborne, a Manchester advertising agent. Some 300 manufacturers were present and heard from him an exposition of the branded-goods principle, to which the cotton interest as a whole has always been bitterly inimical. That many conversions took place is not easy to believe; anyway, there was no crowd at any anxious bench afterward. Sir Lawrence Weaver, who is associated with an advertising agency handling co-operative advertising campaigns, wound up the proceedings with a

For Nearly 100 Years

THE

Boston Evening Transcript

Has given the public the best there is in clean and intelligent journalism.

It has a national reputation as one of the great Newspapers of the Country and appeals to a class that is vital to advertisers.

Its family circulation is its greatest recommendation. Home goods need home buyers.

Highest ratio of buyers to readers

National Advertising Representatives

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Four Seconds To Win



Psychologists have found that a man whose casual attention has been attracted, will give his eyes four seconds to register an impression. But during those four seconds his attention must be arrested and held, because the fifth second will find his eyes seeking new sights.

In advertising, illustrations are employed to grip and sustain attention, because they offer the quickest and most dramatic way to tell a story on a printed page. But the advertising-picture must, with simplicity and forcefulness, enable the prospect to

grasp its meaning with the least possible effort. It must stimulate the imagination the moment it becomes visible.

If you feel that your advertising illustrations* are not of the "four-second" caliber; or, that they lack that certain essential quality of vitality and importance—let us discuss better results with you. There is a quarter-century of successful experience back of our products.

A Jahn & Ollier service man will call, at your request, anytime—anywhere.

**Creative art, photographs, printing plates*

JAHN & OLLIER ENGRAVING CO.

Illustrations—Ideas—Photographs—Fine Printing Plates for Black or Colors

817 W. Washington Blvd.

Telephone Monroe 7080

CHICAGO, ILL.

Rochester, the home of 50,000 prosperous Germans

The DAILY ABENDPOST affords advertisers the opportunity of securing the desirable trade of these people. It carries the advertisements of nearly all the local merchants and many national advertisers. Its constantly increasing advertising patronage is proof that it produces excellent results.

More than 5,000 Germans, Austrians and Swiss have come to Rochester, N. Y. during the last three years.

ROCHESTER'S GERMAN DAILY
ABENDPOST
10,000 GERMANS IN ROCHESTER

(Should automobiles be reproduced in chestnut color? For the same old ideas in illustration are going around as when the wheels of the first automobile went around. Its high time for a "get-away." Let us picturize and dramatize your automobile thru new eyes and with new ideas.

MARTIN
ULLMAN
STUDIOS INC
250 B'WAY AVENUE
NEW YORK CITY



Idea Creators and Just Illustrators

brief speech on that variety of advertising. The proceedings had already lasted too long for a full treatment of it, but what the address wanted in length it made up for in wit and gracefulness.

Although the conference may not be fruitful in direct results, it did good by giving manufacturers of staple goods an opportunity to hear the case in favor of modern advertising.

Seeking New Markets for Jack-O-Lites

The Slaymaker Manufacturing Company, Philadelphia, has been advertising its electric lantern, Jack-O-Lite, in boating and outdoor magazines. In response to an inquiry from PRINTERS' INK as to its plans for the future, the company states that it will continue its present advertising and extend it as new markets are developed.

"Naturally we plan to increase our advertising," the company said, "and enter other fields, but before doing so, we are investigating new markets. The Jack-O-Lite is a new product, and we are studying the markets carefully, and we believe that it has a wide range of usefulness, and hence great sales possibilities through advertising. Our chief object now is to build up channels of distribution."

Keystone Publishing Company Reorganized

The Keystone Publishing Company, Los Angeles, has been reorganized with A. A. Butterworth as president and general manager. The *California Retail Drug Journal*, *Rotary Shipping Guide* and *Western Truck Owner*, which have been managed by Mr. Butterworth, have been taken over by the Keystone company. The following periodicals are published by Keystone: *Western Florist*, *Western Paint Review*, *Western Barber*, *Pacific Poultrycraft* and *Western Auto Top and Body*.

Robert W. Linly is now vice-president and advertising manager and E. J. Horsley is secretary-treasurer and superintendent of plant. The latter was formerly publisher of the Anaheim, Calif., *Herald*.

R. S. Jackson Continues with Altman

Richard S. Jackson, it has been reported, has retired as advertising manager of B. Altman & Company, New York, with which he has been associated for thirty-eight years. PRINTERS' INK is informed that this report of his retirement is incorrect and that Mr. Jackson, who has been seriously ill, is expected to carry on his work as soon as his health permits.



*Sell and prove
first—advise
afterward*

Marquis Regan

We have a practical method for un-knotting sales problems—but no formulas. Every business is different! In the field sales laboratory we give product, policy, plan and personnel the acid test and, ourselves—by selling—demonstrate what will work best.

MARQUIS REGAN Incorporated

SALES COUNSELORS... 270 MADISON AVE. N.Y.

It makes sense that our practical test methods prevent waste and loss. Why gamble on men and ideas? You can find out, on a small scale, exactly how sales and profits can be increased—and then expand without speculating. Write for details or for appointment.

CHICAGO
380 No. Michigan Ave.
Suite 2117

NEW YORK CITY
370 MADISON AVENUE
CAREWELL 1019

LOS ANGELES
TYPE INSURANCE BUILDING
TRUSSARD 1040

SEATTLE
212 MADISON STREET
BELL 4700

CARLE ADAMS, MOORE



504 MARKET ST., SAN FRANCISCO
Kearny 3534

September 28th, 1926.

Mr J E Hasty
Lockwood Shickelford Co
55 Sutter Street
San Francisco

Dear Mr. Hasty:-

In reply to your request for merchandising information, our Oregon newspapers will give every cooperation afforded by any metropolitan daily.

Salesmen will be introduced personally to the trade.

Route Lists are supplied where necessary.

Counter Displays will be taken personally into stores and installed when possible.

Window Display arrangements will be made, and material will be delivered to stores. A report will be made on the actual number installed.

Tie-Up Advertising is secured from your dealers as much as possible.

Personal Calls will be made on the trade advising them of the campaign and, when furnished, portfolios of the complete schedule will be left with dealers.

Letters will be sent to the trade announcing the beginning of your schedule, and again in the middle of the campaign to call attention to the advertising then running.

Surveys will be made before and after the campaign to determine the relative sales and distribution.

You understand, of course, that this cooperation is given only on request.

Sincerely yours,

Austin B. Fenger
Austin B Fenger, Gen'l Mgr.
M.C. MOGENSEN & CO., INC.



a fact about **OREGON**

Your advertising in the following group will reach, unduplicated, 38,540 families, representing from 150,000 to 175,000 consumers at only 32 cents per line.

SALEM—Capital Journal
ALBANY—Democrat Herald
EUGENE—Guard

THE DALLES—Chronicle
LA GRANDE—Observer
BAKER—Democrat

KLAMATH FALLS—Herald
ASHLAND—Tidings
MEDFORD—Mail Tribune

MARSHFIELD—Coos Bay Times BEND—Central Ore. Press

Organizing against Non-Recognized Advertising Mediums

ADVERTISING CLUB OF BRIDGEPORT
BRIDGEPORT, CONN.

Editor of PRINTERS' INK:

Some time ago you published in your weekly edition the story of how advertisers in New Orleans reduced the evil of program and similar worthless advertising to a minimum by the formation of a committee.

The Advertising Club of Bridgeport, of which I am secretary, is thinking of undertaking something of the kind here. As I have mislaid the copy in which the article in question appeared, would it be possible for you to supply another one? It is possible that we shall want to reprint this article, but if, as we assume, it is no longer in type probably this can be done as reasonably here as it could in New York.

If we decide to use such reprints I would appreciate your permission to do so with the understanding, of course, that due credit would be given to PRINTERS' INK.

ADVERTISING CLUB OF BRIDGEPORT
G. C. VEDDER,
Secretary.

THE article referred to by Mr. Vedder was published on page 17 of the July 29, 1926, issue of PRINTERS' INK. It was written by Fred W. Ellsworth, vice-president of the Hibernia Bank & Trust Company, of New Orleans. Mr. Ellsworth told how New Orleans banks have successfully curbed irregular advertising mediums.

The problem of curbing the solicitor of advertising for non-recognized advertising mediums became acute in New Orleans about seven years ago. In self-defense, the clearing house banks formed a committee known as The New Orleans Associated Banks' Advertising Committee. This committee has been functioning continuously ever since and has actually succeeded in reducing almost to zero the amount of money expended in irregular advertising mediums. When the committee was first formed the New Orleans banks were spending from \$30,000 to \$50,000 annually for advertising in worthless publications.

The Associated Business Papers, Inc., through its Irregular Media Committee, under the direction of W. C. Platt, publisher of

National Petroleum News, has been very active in fighting promoters of publications that sell space by coercion. The committee recently prepared a booklet, "Saving Millions for American Business," which tells how these publications operate under the cloak of "advertising." The booklet then goes on to explain how these "hold up" propositions may be detected and what can be done to eliminate them. Copies of this pamphlet may be secured from the association.

The Association of National Advertisers and the National Industrial Advertisers' Association have passed resolutions against buying space in mediums that act as a drain upon the advertising appropriation.

Much has also been done to curb non-recognized mediums by advertising clubs, Better Business Bureaus, chambers of commerce, boards of trade, and other trade bodies.—[Ed. PRINTERS' INK.]

New Accounts for Milwaukee Agency

The Aeroshade Company, Milwaukee, manufacturer of porch shades and shades for a variety of commercial uses, has appointed Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, to direct its advertising account. Women's magazines, general magazines and trade papers will be used.

The Wisconsin Food Products Company, Jefferson, Wis., manufacturer of margarine, nut butter, evaporated milk and other dairy products, has also placed its advertising account with this agency. Newspapers will be used for the latter account.

Acquires Control of Galveston "Tribune"

Shearn Moody, publisher of the Galveston, Tex., News, has acquired a controlling interest in the Galveston Tribune, an afternoon newspaper.

Joins Portland, Oreg., Service

Albert Byers, formerly with the Statesman Publishing Company, has joined the staff of the W. S. Kirkpatrick Advertising Service, Portland, Oreg.

Include the HOTEL BULLETIN CHICAGO

In Your 1927 Schedule
Advise Us Now
RATES ADVANCE
January, 1927

The Hotel Bulletin is a monthly hotel magazine devoted to the interests of all departments of the modern transient and residential hotel.

Advertisers receive our "Weekly Confidential Service." This service is acknowledged by advertisers as the most authentic and efficient in the hotel publishing field.

Advertisers contracting for 1927 space now given advantage of present rates.

Send for sample copy and full information regarding service.

THE HOTEL BULLETIN, Inc.
BEN. P. BRANHAM, President

175 West Jackson
CHICAGO, ILL.

New York Office: 350 Madison Ave.

PEORIA'S

transportation

includes 14 steam roads, inter-urban lines, motor trucks on 7 concrete highways, river steamers and barges, and air mail. Bring your merchandise into this waiting market and we will ship it out. Peoria's leading newspapers will create the demand.

*The PEORIA
JOURNAL-TRANSCRIPT*
Read in
4 out of 5 Homes

Write for Merchandising Co-operation
CHAS. H. EDDY CO., Nat'l Representatives
347 Park Ave. Wrigley Bldg.
New York Chicago
Old South Bldg., Boston

Outdoor Advertising Reports on Its Develop- ment Plan

Convention at Atlanta Is Told
That More Than 20,000 Outdoor
Bulletins Have Been Built or Re-
built to Conform to New Stand-
ards

THE Outdoor Advertising Association of America held its thirty-sixth annual convention in Atlanta, October 18-23. More than a thousand members and visitors attended the meetings which were held at the Atlanta-Biltmore Hotel.

The convention was opened Monday morning, October 18, with Kerwin H. Fulton, president of the General Outdoor Advertising Co., Inc., and chairman of the Outdoor Advertising Association of America, presiding. At the final session on Saturday, all officers were re-elected, with the exception of W. W. Bell, secretary, who resigned to go into business, —his place being filled by Clarence B. Lovell, general manager of the Association, who was also elected secretary. Officers re-elected were: Kerwin H. Fulton, chairman of the board; Harry F. O'Mealia, president; Clarence U. Philley, vice-president; Tom Nokes, treasurer, and E. Allen Frost, general counsel.

At this meeting it was also decided that the convention would be held in Atlantic City in 1927.

During the convention, reports were received showing the progress of the five-year campaign for further refinement and development of outdoor advertising, which was adopted at the Kansas City convention last year. Reports submitted showed that during the year steps had been taken to carry out the program in almost every State in the Union, and that to date more than 20,000 outdoor advertising bulletins had been built, or rebuilt, to conform to the new standards.

One of the features of the convention was a luncheon meeting at which Kerwin H. Fulton ad-



More and more busy sales executives are demanding that their advertising counsel be available for day-to-day conference. We provide the complete facilities of the modern agency for this intimate, close-at-hand service to advertisers in the vast industrial area of Central New England.

THE MANTERNACH COMPANY

Advertising

The Manternach Building · 55 Allyn Street

HARTFORD, CONNECTICUT

THE YORK DISPATCH

A BIG NEWSPAPER

IN A

PROSPEROUS COMMUNITY

It thoroughly covers York (Pa.) and all the York County (Pa.) trolley towns six evenings a week.

Its circulation is ninety-five per cent carrier boy delivered.

There is only one way to thoroughly cover York County and that is by way of **York's**

ONLY EVENING PAPER

THE YORK DISPATCH

**WHAT HAPPENS
TO YOUR
WINDOW DISPLAYS
AND DEALER-HELPS
AFTER YOU SEND THEM
OUT?**

IF you place your displays through the Window Display Installation Bureau, Inc., with its Local Associates covering

600—CITIES AND TOWNS—600

Throughout the United States

YOU KNOW these displays are installed satisfactorily in dealers' windows, for the Bureau proves this to you and gives you a strict guarantee.

For information, lists of cities covered and complete data on this service write to

**WINDOW DISPLAY
INSTALLATION BUREAU,
INC.**

Headquarters

23-23 Pickering Building

CINCINNATI - - OHIO

Valuable Help to **SALES**

Are you getting the proper amount of sales from each state?

By placing your state sales on a Babson Automatic Analysis Chart you can check the answer at a glance.

Babson's Reports

Div. 71-90 Babson Park, Mass.

Send gratis, your Automatic Analysis Chart for checking sales by states.

Name _____

Street _____

City _____

State _____

dressed the Rotary Club of Atlanta on the subject of "The Place of Advertising in American Business." He made the following statement on business conditions:

"On every side we hear the question, 'How is business?' Personally, I think business is fine and it is going to continue so. Let me give you my reason for this opinion. In our company we deal with over 700 national advertisers and with many thousand local advertisers whose products cover the entire range of American industry. Business is going to be good because these merchants and manufacturers and bankers are indicating in their contracts for future advertising that they have confidence in continued prosperity. I think the time may come when future advertising contracts will be used as a gauge of business because they indicate confidence in the future and not what has happened in the past."

In the grill room of the hotel during the convention there were on exhibition examples of the best poster art work now being done in this country, with exhibits showing how poster campaigns are used along with newspapers and magazines in well-rounded programs.

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, addressed the public session of the convention on Tuesday, October 19. Mr. O'Shaughnessy pointed out the need for all forms of advertising in a well-rounded campaign and showed how the entire science of advertising fails when any one of its branches does not perform its function properly.

Those attending the convention were entertained with a barbecue at the East Lake Country Club, and with a dance given by the Southern Outdoor Advertising Association.

New Magazine for Florida

A new magazine, *The Floridian*, has been published at Tampa, Fla. It is devoted entirely to the interests of that State. L. Melton Jones is business manager and R. E. Grant is advertising manager. Charles E. Jones, formerly editor of the *Jacksonville Journal*, is editor.

1 0 2 1

ONE thousand and twenty-one is the gain on **PRINTERS' INK** paid mail circulation over a year ago.

The paid mail circulation is now 19,027 and the net paid 21,537—both high water marks.

This gain was made without the use of premiums or forcing of any sort. Editorial content is the sole incentive for subscribing.

Printers' Ink Weekly

185 Madison Avenue

New York, N. Y.

Announcing

A new name

A valued associate

An extraordinary product

The Gorham Decalcomania Co., Inc., of 100 Fifth Avenue, New York City, has taken over the entire business of the former Globe Decalcomania Co.

With a larger plant, a complete equipment and an experienced personnel, The Gorham Decalcomania Company is producing today the highest quality of transfer signs, name plates and decalcomania advertising specialties.

It is a pleasure to announce that Mr. George H. Riddell has become associated with this Company. His well-known ability as a merchandising executive should prove invaluable to our clients, as it has many of the largest concerns in this country.

The present comprehensive service of this Company has been broadened by the ultimate achievement of an open-letter decalcomania that should revolutionize the use of advertising signs. We will gladly describe this new process to anyone interested.

GORHAM

DECALCOMANIA COMPANY, INC.

100 FIFTH AVENUE, NEW YORK.

Why Not Have Special "New Account" Salesmen?

(Continued from page 8)

simply, they talk the language of the board of directors.

The sales manager who has a plan like that suggested in this article to sell to his board of directors, needs to take a lesson from the engineers out in the factory, and lay down a specific proposition, with blueprints, or charts, and show definitely what can be done and what it will cost.

In one of my previous articles, I quoted a purchasing agent as saying that not more than one salesman in a dozen who approaches him has any definite proposition to present. I believe I am safe in adding that not more than one sales manager in a dozen who has a really big proposition to present to his board of directors ever puts it into as definite form as does the factory engineer. My theory is that this explains why so many propositions that look good to sales executives are turned down by directors.

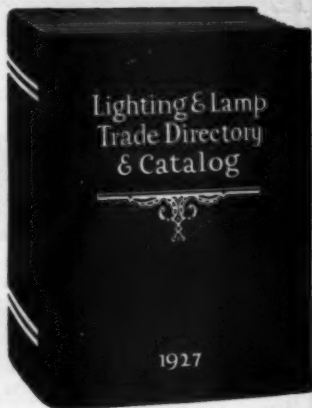
So if you find that the plan outlined in this article offers possibilities in your business, don't go before a hard-headed board of directors with a lot of fine theory. You will need to know what your average new-account sale amounts to. You can arrive at that by adding the "first sales" for the last year or so to secure the total, and divide it by the number of first-sales involved. The result will be the average amount of a new-account first-sale.

Then if you can determine, from an analysis of the work of several of your men who have opened the largest number of new accounts, how much time is involved on the average, per 100 new accounts, you can arrive at a definite and fairly fixed new-account cost.

That will enable you to find out what 10,000—or any other number—new accounts will cost, and what the percentage of cost will be.

You also can go back to your

Coming—January 1927



The Year Book of the Lighting and Lamp Trades

Over 12,000 listings; 900 classifications in Directory Section—2200 Patents issued during the past three years, in Patent Section—Condensed Catalogs of all leading manufacturers of lamps, lighting fixtures, lamp shades, lighting glass ware, appliances, fixture and lamp parts, accessories, wiring devices and metal occasional furniture.

Reaches electrical and lighting fixture stores, lighting companies, department and furniture stores, lamp and gift departments, jobbers, dealers and manufacturers.

Full details on request.

Krieger Publications

215 Fourth Ave., New York, N. Y.

Monthly Publications

LAMPS

The monthly magazine for the lamp and shade trade. Reaches lamp departments, furniture stores, gift shops, light and power companies, merchandising departments, electrical jobbers and lighting dealers. Contains special Wrought Metal Furniture Section.

LIGHTING FIXTURES & LIGHTING

"The trade Journal of the Lighting Industry." Reaches lighting fixture studios, electrical contractors, dealers, jobbers, central stations. Contains information for retailers, jobbers, designers, lighting engineers, architects and manufacturers.

ENTREPRENEUR

"One who starts and conducts an enterprise"

- with a background of chemical and biologic training as applied to production problems (Foods, Beverages, Remedies & Household Specialties)
- with own scientific and commercial research facilities
- with fifteen years of constructive and productive experience in production engineering, marketing, cost-analysis and accounting
- versatile and prolific in business building ideas based on established facts
- at present branch factory & office administrator
- seeks congruous responsible connection with ethical and progressive firm.

*American, thirty-seven, Gentile
Salary open for discussion*

Address: MR. SEEL

1858 Nostrand Ave., Brooklyn, N.Y.

Word Juggler, or COPY BUILDER

It is what you say and how you say it that impresses the reader. I have just finished a book for the Industrial Bank of Detroit, which some say is the finest piece of institutional advertising they ever saw. My specialty is COPY of any kind, Booklets, Folders, Display; planned and written in complete detail. The only advertising that justifies itself is the advertising that gets results. I have a reputation for producing that kind. Forward your data and tell me what you want; I'll "say it with words" that leap right at the reader, and send it back with the bill. If it isn't the best ever, you are not supposed to pay the bill.

*"Ask Me—I May Have
the Right Answer"*

ARTHUR T. GARRETT
10532 Park Terrace Detroit, Mich.

records and find out what the average new account buys within one year after the account is opened. You should take this information from 100 or 1,000 typical new accounts, and then strike an average.

Find out also what it costs to follow up a new account the first year. These several bits of information pieced together will enable you to determine definitely what it would cost to sell a new account, and follow it up for a year, and what the new business would amount to, and the percentage of cost. If necessary, you can, if your organization is two years old or more, carry this analysis further and find out what it costs for two years, if the first year fails to show a profit.

It is true that, to some extent, this suggestion for new-account salesmen breaks precedent, or at least, it breaks new ground. However, there isn't anything being successfully done today that was not a brand new idea at one time. Of course this isn't a brand new idea, but it is, I believe, a very big idea that has been seldom used and thought about just as infrequently.

Special Delivery Mail Service for Switzerland

Letters, postcards, printed matter, commercial papers and samples, addressed for delivery in Switzerland, will be given the benefit of special delivery service, according to a recent announcement of the Postmaster-General, if, in addition to the regular postage, there are affixed stamps in the amount of 20 cents.

Portland Specialty Shop Campaign

In an article in the October 14 issue on the campaign which the Greater Portland Association is conducting, it was incorrectly stated that this advertising was appearing in all Portland, Oreg., newspapers. This campaign is restricted to the Portland Telegram.

The sales of the Waldorf System, Inc., Boston, chain-restaurant operator, totaled \$3,321,558 for the quarter ended September 30, 1926. This compares with \$3,142,457 for the corresponding period of 1925. Net profits for the third quarter of 1926 were \$239,967, against \$200,409 for the same period last year.



Mr. Glen Buck

announces

that

Mr. Joseph H. Williams

*has severed his long association
with Lord & Thomas, and has
been elected vice president of*

THE GLEN BUCK COMPANY

Advertising

39 South La Salle Street
Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
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D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, OCTOBER 28, 1926

Advertising as a Cure for Every Ill

A publication devoted to the interests of the American toy industry states that German manufacturers of toys are rapidly regaining the market in this country of which they were deprived by the war. What is the American manufacturer going to do about it? The article makes the rather remarkable suggestion that "unless more advertising is done right away in behalf of the domestic product, German goods are going to be back as strongly as ever or even more so."

Along comes a grocery paper with a series of articles on the chain store as a menace to the independent grocer. The dealer is

told that he has in his own hands the principal remedy for chain-store competition. In other words, he can beat the chains if he will advertise!

These are two rather glaring examples of a habit that is all too common. Advertising, to some people, is the great cure-all. According to their philosophy a sick business can be made well if it will only dip into the magic advertising stream.

Advertising is not the first thing the American maker of toys should think of as a means of triumphing over his German rival. Are his goods right? Are his manufacturing facilities as good as the German? Has he some talking point such as price or quality—a point that can be established? These fundamental questions answered affirmatively, the manufacturer then well may turn to "more advertising."

The independent grocer cannot expect to be saved from the chain-store man because of advertising. First of all he must be able to compete with the chain in some essential features. He must be able to buy his goods at a figure that will put his selling prices at least within shooting distance of those charged by the chain. His store must be cleaner and better than it is now in many cases. He must have a well-selected variety of merchandise. He must give service. These things done, he can advertise with a clear conscience and gain results.

Advertising gets a black eye from many of its well-meaning friends because they apply it impulsively and offhand to almost any merchandising proposition without preparing the ground. Many businesses literally throw away their advertising money because they begin to advertise before they are ready for it. Advertising can sell American toys to the American people. It also can sell the independent grocer's goods. But it cannot of itself bring about a condition whereby the manufacturer or the grocer can have a decent fighting chance against their competitors.

If advertising were the wonder-

working thing that some people say it is, anybody at all could be successful in business. All he would need to do would be to make something to sell, advertise it and get rich. Faith in advertising is a good and useful thing. When it comes from the head, rather than the heart, it usually is well founded. But the advertiser should not forget that "faith without works is dead."

Rules and Men

The president of a Maine manufacturing company who came into the business three years ago via the sales department faced a difficult problem. He had been district sales manager in one of the most important territories and understood why sales had fallen off. That was one of the reasons the bankers, called in to re-finance the company, gave him the president's job. Sales in the territory for which he was responsible showed up in startling contrast to the rest of the country. When he was asked if he knew why, he told them. His work since that time as president has quadrupled sales. One of the reasons for this record was his unusual action in abolishing a multitude of set rules and canned sales approaches.

"The former management used to send out all sorts of orders to district sales managers most of which I carefully neglected to pass on to my men," he said recently. "It had been my experience as a retail buyer before I came into the manufacturing business that a man working under set rules works at a great disadvantage. If I interrupted a salesman using a canned talk, he was lost. When our company began to insist on set methods of selling and the standardized sales talk, I tempered the orders with common sense. That is one reason sales in our territory held up. Since I've come into this job as head of the company I have abolished most of the former rules. I am sure that if you hem a man too tightly by rules he becomes a mechanical toy, loses his initiative and ingenuity, becomes discouraged and sales drop off. The threat of the railroad operatives in England

to obey every rule implicitly for one day, worried the management more than the threat of a cessation of work. That incident always reminds me that men are more important than rules."

That Big A. B. C. Week in Chicago

A newspaper publisher attending the annual convention of the Audit Bureau of Circulations in Chicago last week, remarked "this town surely is the Mecca for all the leading advertising interests of the country this week."

The gentleman's metaphor was not especially original. Meticulous stylists in English might even accuse him of perpetrating a bromide. But his figure was at least accurate and forcefully descriptive.

A. B. C. week in Chicago has become a national institution in advertising. O. C. Harn, president of the Bureau, was correct in his remarks at the annual dinner to the general effect that "here in this room are assembled the brains, the capital and the power that really makes the country's advertising machine go."

National figures in most branches of publishing were there, including newspapers, business papers, magazines and farm papers. The country's biggest advertisers, for whom the Bureau is maintained and who really control its functionings, were prominent in the proceedings. Outstanding advertising agents were in evidence.

These men have accepted it as a settled part of their program to go to Chicago once a year and talk things over in a businesslike way with a desire to learn something—and also to give something to help advertising develop to the full extent of its capacity as a business force. The various conventions of the week were fully in keeping with this spirit. There was a refreshing lack of effervescence. The pollyanna spirit was absent. The fundamental business problems brought before the meetings were discussed plainly and fearlessly, as usually is the case among men who know what they are talking about. The spell-

binding orator of many words and few ideas who boils over at about 110 degrees of heat had no chance to display his talents.

Without the least inclination to be fulsome in our praise, or to pass along any words of adulation, we suggest that these A. B. C. week conventions are a pattern toward which other organizations could well afford to work. There is a waste in conventions, as every business man knows. Yet conventions can be made to serve a useful purpose. The Chicago meetings proved this point. They proved it because their apparent objective was something to do instead of something to talk about.

Why Blame Anybody for Small Orders?

In an address before the Chicago Advertising Council, Miss Grace Walton, advertising manager of Julius Kayser & Company, suggested that the retailer should not be blamed for the "small and often" buying custom that has taken such a firm hold in the country. Miss Walton insisted that the real offender, if offender is the proper name, is the consumer.

"Women," she said, "formerly would buy a good part of their season's requirements in wearing apparel at one time. They would buy perhaps a half dozen pairs of hose at a time or two or three pairs of gloves. Now, on account of the style element, many buy only one pair at a time. Color styles change so rapidly that a woman fears she is likely to be out of date if she buys for much more than current needs. If a retailer has to sell this way he naturally is going to buy according to the same pattern."

But why, we venture to inquire, is the word "blame" used so often in connection with discussions about the new kind of buying? We are not trying to pick on Miss Walton here, but are referring to her thoughtful speech because it gives us the text for a remark or two on the subject.

For more than a year there has been a continuous succession of

alibis and excuses for existence of what many people describe as "hand-to-mouth" buying. Manufacturers blame it on the jobber, saying that he has got timid and cautious all at once and will not commit himself for huge advance orders as was once the case. The jobbers then rise in their places to assert that they have the same right to an adequate turnover on their investment that is, or should be, enjoyed by the retailer and that since the dealer will not buy in large quantities their inventories must correspond. A number of wholesalers are quoted on this subject in the article, "Small Order Buying by Retailers Is Changing Jobbers' Sales Plans," which appears on page 75.

The dealer explains his side by saying that neither the manufacturer nor the jobber can expect him to carry overstocks—that he is a retailer and that the maker or distributor should be ready to give him at all times merchandise in quantities that he needs.

To listen to all the arguments one would think that a crime had been committed; that somebody in the merchandising scheme had succeeded in perpetrating an outrage for his own benefit and that everybody concerned is thereby forced to pay tribute.

May we be permitted to point out the culprit, so that the various merchandising elements may contain their souls in peace?

Scientifically correct buying is his (or its) name. The bitter experiences of the war forced upon producers and distributors certain restrictions which are now shown to be the soundest kind of commercial practice, and out of this has grown the present system of buying. It has come naturally and inevitably. Nobody is to blame for it because of the very simple reason that nobody could have stopped it even if he would.

There is nothing to be ashamed of or to make alibis about. Merchandising, impelled by invincible forces within itself, has radically changed. And few there are who will not readily admit that the change has been decidedly for the better.

The Philadelphia Inquirer

DOMINATES THE PHILADELPHIA MARKET

— and its entire trading territory.

The popularity of The Inquirer in the minds of the majority of Philadelphians and the prestige it holds as a sales-builder through advertising is best indicated by the figures themselves!

Lineage in All Philadelphia Newspapers for the First Nine Months of 1926:

INQUIRER	15,991,800	Lines
Bulletin	15,378,900	"
Ledger	11,664,900	"
Evening Ledger	11,085,900	"
Record	6,468,900	"

The Philadelphia Inquirer

Branch Offices

NEW YORK
285 Madison Ave.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO
710 Hearst Bldg.

Advertising Club News

Effectiveness of Financial Copy Based on Simplicity

In a talk on financial advertising copy, at a recent meeting of the Chicago Financial Advertisers, Richard F. Durham, managing editor of *The Bankers' Magazine*, New York, declared that flights of literary fancy were out of place in financial advertisements.

"If you go into a man's place of business and try to sell him something, you don't start quoting passages from Galsworthy or Arnold Bennett in an attempt to stimulate his desire to buy your products," Mr. Durham said. "What you actually do is try to show him, in the simplest, most direct English at your command, how he can benefit by the purchase of what you have to sell."

"What I am getting at is this: In your copy you are primarily concerned with impression not expression. This impression varies in direct ratio to the clarity and understandability of your copy. Assuming that you have something definite to say to start with, your copy succeeds or fails in proportion to the readiness and ease with which its meaning can be interpreted in the minds of your readers."

* * *

Portland Club After New Members

A campaign to bring up the membership of the Advertising Club of Portland, Oreg., is now under way. It is the goal of the club to bring in sixty new members so that its membership will touch the 500 mark by the time that the annual convention of the Pacific Coast Advertising Clubs Association convenes in Portland.

* * *

John Farrar Speaks to New York Advertising Women

John Farrar, of the George H. Doran Company, and editor of the *Bookman*, New York, addressed the League of Advertising Women of New York at the monthly dinner of the league last week. Helen Woodward, author of "Through Many Windows," was another speaker. Grace Crawley Oakley was chairman of the evening.

* * *

Cleveland Club's School to Open

The Cleveland School of Sales, sponsored by the Cleveland Advertising Club, will start its 1926-27 course on November 12.

* * *

Earle Martin, Cleveland Bureau Director

Earle Martin, publisher of the *Cleveland Times*, has been elected a member of the board of directors of the Cleveland Better Business Bureau.

St. Louis Bureau Reports Rapid Growth

At the recent annual meeting of the St. Louis Better Business Bureau it was reported that its membership had increased 67 per cent during the last twelve months. Three new trade groups were added. The number of merchandise cases handled during the year totaled 3,415, an increase of 51 per cent over the preceding year.

* * *

To Discuss "Training Salesmen"

The sales executive conference committee of the St. Louis Sales Managers Bureau will hold a sales conference on December 10. The subject to be discussed is "Training Salesmen." On November 4, the Sales Managers Bureau and the Purchasing Agents Association will hold a joint dinner-dance at the Century Boat Club.

* * *

Portland Club to Visit Corvallis Students

A delegation from the Advertising Club of Portland, Oreg., will conduct a meeting on November 5, of the Student Advertising Club of the Oregon Agricultural College at Corvallis, Oreg. Herschel Nunn is director of the educational committee of the Portland club which will have charge of the trip.

* * *

St. Paul Sales Managers Elect Officers

O. J. Lacy, of the Minnesota Mutual Life Insurance Company, has been elected president of the Saint Paul Sales Managers Association. The other officers elected were: Vice-president, L. S. Autrey, the Sanitary Food Manufacturing Company, and secretary, H. H. Cowie, of Curtis 1000, Inc.

* * *

Baltimore Club Bulletin Now the "Ad-lib"

As the result of a contest held by the Advertising Club of Baltimore, "Ad-lib" has been chosen as the title of the weekly bulletin issued by the club. F. J. Sendelbach, of the Baltimore Maryland Engraving Company, was the winner of the contest.

* * *

W. S. Walters Appointed by St. Louis Club

W. S. Walters has been named membership secretary of the St. Louis Advertising Club. The following have been appointed members of the executive committee: E. Julian Birk, Robert Emmet Kane and Harold T. Hungerford.

New England District Ready for Seventh Convention

A review of economic conditions in New England and plans for increasing its industrial and commercial resources will form the basis of discussions to take place at the seventh annual convention of the New England District of the International Advertising Association which is to be held on November 8 and 9 at Worcester, Mass. Emphasis will be placed on the part which advertising can take in promoting New England prosperity. This is expressed in the convention slogan, "More New England Prosperity through More Effective Advertising."

The convention will open with a luncheon on November 8 which will be addressed by C. K. Woodbridge, president of the International association; John W. Longnecker, chairman of the New England District, and George H. Johnson, president of the Worcester Club.

Robert Lincoln O'Brien, editor of the Boston *Herald*, will sound the keynote of the convention at the first business session which will be held in the afternoon. His topic will be, "The Economic Condition and Future of New England." Other speakers at this session will be: Marcus L. Urann, president and manager of the United Cape Cod Cranberry Co., "Putting the Cranberry on the Map"; Herbert Metz, advertising manager, Graybar Electric Co., who will describe the launching of his organization, and Walter S. Ashby, former advertising manager of the Western Clock Co., who is now engaged in business at Manitou, Colo., as an advertising counselor. "Dealer Co-operation, How to Get It and Hold It," will be Mr. Ashby's subject.

At the morning session on November 9, the program will be: Paul M. Mazur, Lehman Bros., New York, "The Functions of the Publicity Department in a Department Store;" Allan B. McIntire, New England manager, Barton Durstine & Osborn, "The Creation of Lady Pepperell;" Marian Hertha Clarke, Albert Frank & Co., "Ladies of the Jury, How to Reach Women through Your Advertising;" and M. L. Wilson, vice-president, The Blackman Co., "Industrial New England and Advertising."

The program for the afternoon and closing session follows: Harry B. Kirtland, "The Come-back of New England, Meeting Changed Conditions with New Tactics;" Neil Borden, assistant professor of advertising, Harvard Graduate School of Business Administration, "What the University Can Do in Training the Advertising Man of the Future," and Joseph Ewing, president, Edwards, Ewing & Jones, New York, "The Cycle of Distribution."

The annual banquet of the District will be held on the evening of November 8. George F. Booth, publisher of the Worcester *Telegram-Gazette*, will be toastmaster. Franklin Collier of the Boston *American*, will speak on humor in advertising.

Influence of Modern Life on Advertising

National markets react quickly to modes of life. John Brewer, Western manager of *Liberty*, told members of the Peoria, Ill., Advertising and Selling Club recently. He said that the more intensified living of the day, the complexities of modern life and the rule of "youth" had made a distinct impression upon marketing problems. He cited as particular examples the raincoat fad and the silk stocking sales campaigns which followed the short skirt style.

* * *

Congressman Mills Addresses Magazine Club

An attendance of close to 200 people engaged in the advertising business were the guests of The Magazine Club, New York, at a luncheon at the Roosevelt Hotel on October 25. The meeting was addressed by Congressman Ogden L. Mills, Republican candidate for Governor of New York. He was introduced by F. Trubee Davison, Assistant Secretary of War.

* * *

Milwaukee Club Hears G. R. Schaeffer

The retail departmental of the Milwaukee Advertising held a meeting last week at which G. R. Schaeffer, advertising manager of Marshall Field & Company, Chicago, was a speaker. In his talk Mr. Schaeffer explained how his organization attempts to "sell" its business as an institution rather than to sell specific items of merchandise.

* * *

Los Angeles Club Attends Long Beach Meeting

About twenty members of the Advertising Club of Los Angeles, headed by Harold J. Stonier, president, attended a joint meeting of the Advertising Club of Long Beach and the local Rotary club. Herman A. Nater is chairman of the contact committee of the Los Angeles club.

Prince-Wark Company Incorporated

The Prince-Wark Company, New York advertising service, has been incorporated and its service enlarged. The officers remain unchanged. Frank Farrell, formerly of the Shultz-McGregor Corporation, New York, has joined the company as production manager.

American Fruit Growers Appoint Batten

American Fruit Growers, Inc. Pittsburgh, Pa., distributor of Blue Goose fruits and produce, has appointed the George Batten Company, Inc., to direct its advertising account.

23
of the 35
articles in the
November
Printer's Ink. Monthly
Ben Day process is not wizardry but an economical
venient short cut to satisfactory plates
By Harry A. Greenbeck, Jr.
General Manager, Western Ben Day Co.
No. 1000
in New York
London, E.
Paris, F.
1904

Pro
Salesman's Saturday
 of several plans used by some leading advertisers
 By H. E. Pettingill
 Saturday as well as Sunday is a day of
 opportunity. Many advertising men don't
 know it. They always are doing things
 that are profitable work. But
 the results in day
 advertising are
 Saturday, after the
 week-end, the
 business is
 Saturday and
 Sunday and
 Saturday of

The result is that National
Salmon got business on
Saturdays. The Life Saver
Company, like the National
Salmon, is a business that ex-
pects them to get orders on
Saturdays and they get them.

of several By
Small Saturday as well as
one for the entire week. Most
think it should be
On the whole, hard to be sure always an ad-
vantage in making predictions - most of them

How Walworth Helps Dealers
Forecast Sales
Movements of the trade shown by charts aid dealers in
anticipating trends
By W. C. Mattox
Of the Walworth Company
Get

By W. J. ...
Of the Walworth Co.

Using the Display to Get Fill-in Orders

...secured 25 per cent returns in displays based on dealers' needs

The Product as an Actor in Window Display

How Should the Dealer Advertise?

PRINTERS

South Pasadena Chapter

Why Continuity

An effective answer to something

By Dr. [illegible]
Advertising Manager

The Cold and Good Old
Sophisticated children help
Christmas selling at
By G. A.

By G. A.

Package Imp for B

UR merges of packages for
early use (for final eval.)

Selling Little

What national advertisers
thru
By C

INQUIRIES from children?
Existence. The
the film in the

CHINA

Using

How the Buddys
actual orders from

WHILE the facts contained

MONTHLY

Time Table Reaches Its Majority

Can Free Goods Be Distributed without a Kick-Back?
In advertising campaign which took free goods out of the frenzied merchandising class
By G. C. Condon
Vis-President, Chase Candy Company

Business Unit

... plan is rewarding the stars

Advertising

... we have

Staging the Picture Against a Black Background

... at last correct the former faults connected with an indulgence in gloom
By W. R. Heisk

Holding and Increasing Youth and Increasing American Trade

... develop priority
By John R. R.

"Gang"—and How a Salesman Can Get Out of It

... problem based on approach of national retail program
By Henry B. Northrup

When the Salesman Overdraws His Account

A veteran sales manager's letters to some of his salesmen
By a New York Sales Manager

as a Force

... sales and advertising our packages

Instruction Books That Confuse Instead of Instruct

... faults that must be watched
... making a truly helpful

That Single-Column

The question of just how it should be definiteness and in terms of
By D. Morris

How We See Order

Advance commitments and modern Wilson Bros. find, after all
By Edward M.

America's First Chain Store System

Founded in 1670, its first stores were located in
instead of at four-cent
By F. L.

"Pure White Trucks—For Coal? You're Crazy!"

Refusing to walk traditional paths results in putting added life in business
By Hiram Blauvelt

The Little Schoolmaster's Classroom

THE Schoolmaster, once met a grizzled old fellow in the smoking room of an ocean liner, who said he was a Belgian. When the Schoolmaster asked what city he came from, he absolutely swelled up with pride as he said "Liege." For that city, first to bear the brunt of the great fighting, covered itself with glory and its name will go down in history as a city of heroes. The civic pride of that old fellow was a glorious thing to see.

Something of the same spirit caught the citizens of St. Louis when their baseball team, after a brilliant battle, became world champions. W. C. D'Arcy, of the St. Louis advertising agency bearing his name, feeling in his heart the power of that spirit in his fellow citizens, had a vision of harnessing to broad and glorious ends this momentary exultation, this great burst of civic pride. He would use advertising to concentrate the attention of the citizens of the town upon themselves and the new spirit. He would make civic fans out of baseball fans. So the D'Arcy agency took a page of newspaper space to write an editorial and told citizens of St. Louis something of the power of enthusiasm that had been let loose there for so many days. "This victory, this enthusiasm is momentum" said the copy. "It must mean, it shall mean the beginning of a new epoch of finer things." Its spirit of victory and enthusiasm led naturally to a mention of St. Louis, its past and its great future for "there is a tide" said the copy "in the affairs of cities, as of men, which taken at the flood leads on to fortune."

The last paragraph of the advertisement particularly impressed the Schoolmaster as being sound material to make citizens prouder of their town, eager to keep moving along in the wave of enthusiasm which carried them to championship baseball heights. The copy says: "Let's go on rooting and go on winning bigger. Prove our en-

thusiasm is sterner stuff than noise. Let's build, not bedlam and Babel, but a tower of might set upon the plain, with the pennants and gonfalons of true greatness and permanent supremacy flying above our portals. Let's strut our stuff. Let's carry a big bat for bigger victories and better vision. Let's tell this dizzy old world we're here on top for keeps."

* * *

The Kelvinator Corporation in recent advertising has been operating on a principle which always interests the Schoolmaster. It is taking one segment of the broad general market and going after it with unusual selling ideas. When the average person thinks of electrical refrigeration, he is usually made to think in terms of a family icebox and the iceman tracking mud over the floor. Kelvinator is advertising for the specific market; in his office, bachelor apartment or den at his own home. Says the copy:

"A new companion for you, gentlemen, another good fellow soon to be a familiar and welcome addition to the best masculine social or business company. A Kelvinator in stag apparel for your office, your den, your study or bachelor apartment. A gleaming white, intensely cold compartment with plenty of shelf-room for foods and an abundance of ice cubes for beverages. There's a humidor, too, to care for your good cigars."

This type of advertising possesses excellent sales strategy. It stimulates sales in the bachelor segment of the general market and at the same time puts the husband in a receptive frame of mind if and when his wife brings up for family discussion the question of adding an electric refrigerator to the home.

* * *

Why is it, the Schoolmaster often wonders, that those "unaccustomed as they are to public speaking" in-



The Harries Building, Dayton

Charles W. Brooks
Manager

Frank Hill Smith, Inc.
Architect

BEFORE the plot for this structure was purchased, Chas. W. Brooks, manager of the Mutual Home and Lowe Building in Dayton, was retained by the owners. Later the plans were reviewed by a committee of experienced building owners and managers serving on the Building Planning Service of the National Association of Building Owners and Managers. It is only natural that these men know from experience what materials should be used in order that a building can be operated at a profit. Sell them thru BUILDINGS AND BUILDING MANAGEMENT.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Wanted Experienced Classified Manager

—by middle west newspaper with over 100,000 circulation. Seeking man now employed, with a successful record of results. Applicant must have dignity, character and a forceful personality.

Address: "M," Box 163,
care of Printers' Ink.

WANTED Sales Promotion Man

A large national advertiser in upper New York State desires assistant to advertising manager for dealer promotional work, preparation of broadsides, house organs and direct mail campaigns. State past experience in full and accompany letter with samples of work — and photograph, if possible. Address, "U," Box 167, Printers' Ink.

variably preface their remarks with phrases like, "Forty years ago," "When I was a boy," "Some of you may remember," and others of like import? This tendency also cuts loose in first efforts at writing for publication, as every editor knows.

The vice-president of one of the largest corporations in this country, making his first speech at a sales convention, began: "In the first chapter of Genesis, you will find these words. . . ." Few beginners, however, go so far back. Lincoln, Napoleon, Washington, Columbus are sufficiently remote for most of us, though scattering references to Caesar and Alexander occur now and then.

* * *

The tendency of inexperienced speakers and authors to approach their subjects through the vestibule of the past is extremely common. History and biography are interesting—in the right places—but when used as introductory matter they slow things up, defer hope, dampen interest, and deflect attention.

If there is one thing a reader will not stand for it is substitution. The caption of an article tells him what to expect. Unless the article gives him that at once, his enthusiasm evaporates. A few brave and determined readers may skip the introduction and dig out the subject-matter, but the greater part will skip the whole article.

Alas, for banquet- and convention-ites, for they may neither skip nor leave, nor even put their fingers in their ears. The speaker has them at his mercy and there they have to sit. The laws of perversity and cussedness which so often permit auditors to sleep through soul-stirring philippics, hold them wide-awake through every word of the tiresome "hysterical sketch."

* * *

The Schoolmaster noticed in the recent newspaper advertising of Brentano's for the new Benjamin Franklin book written by Phillips Russell, an idea in book advertising which strikes him as being both new and interesting. In a column at the left-hand portion of the advertisement was a series of questions asking the reader if he



Constant Point-of-Purchase Advertising

Not one or two issues a week—but forceful, low cost, every-day-and-night advertising at your dealers, where your prospects can see and buy your product.

The Flexlume electric day-and-night sign—with your trade name or mark in raised, snow-white glass—is that kind of advertising, read by an ever-changing audience of pedestrians and motorists.

Bold by day, brilliant by night—Flexlume attracts and guides to your dealers those interested through your national publicity. It also influences the purchases of many who have not read your magazine advertising.

Let us mail you proven plans for getting enthusiastic dealer cooperation in putting this sales stimulating force into operation.

We also build exposed lamp and other types of electric signs for those who prefer or require them.

FLEXLUME CORPORATION

1040 Military Road

Buffalo, N. Y.

The Mark



of Quality



First Contact

with prospective home builders enables the retail lumber dealer to control the sale of building material. You can talk to buyers for more than 10,000 lumber yards in the

American Lumberman

CHICAGO

Est. 1873

A. B. C.

YOUR OWN MOTION PICTURES

INDUSTRIAL
EDUCATIONAL
ADVERTISING

If your competitors have no motion pictures we can show you how to step ahead of them. If they HAVE films you are handicapped and should get our plan. No obligations incurred.

Over 5,000,000
circulation weekly.

Stanley
ADVERTISING CO

General Executive Offices
229 W. 42nd St., N. Y.

Philad. Office, 1916 Race St.

Top Grade COPY CHIEF

and Art Director Seeks
Immediate Change

A broad, rounded, skilled, producing executive. Open record including successes in many lines in both masculine and feminine fields. Plan conceived, theme created, roughs made, art and typography chosen. Contact with large advertisers customary. A type seldom at liberty. New York City only. Address "N," Box 164, Printers' Ink.

knew why Franklin signed his first writings with a woman's name, why Franklin quarreled with John Adams, why, in his youth, Benjamin was never able to save money, what French woman wrote him 119 love letters, and a number of similar questions designed to make the reader both curious about the book and conscious of his own ignorance of the questions asked. The remainder of the advertisement is a presentation of the book itself, and then at the bottom appears this notation:

N. B. This advertisement was prepared according to the principles of Franklin's Socratic method.

This method of making the subject of a biography help furnish the method of presenting it to the public has all sorts of possibilities. It is not unusual, of course, in book advertising to quote a verse of Kipling, an exciting paragraph from Dumas or another writer to make the reader want more. But digging out from the subject of the biography this method of presenting facts and then basing the advertisement upon that method is something else. The Schoolmaster, interested in finding out more about Franklin's method, discovered in the book Franklin's statement that a specimen of a dispute in the Socratic method charmed him and that thereafter he dropped his abrupt contradiction and positive argument and used instead the humble, ingenuous question "Which I found safer for myself and very embarrassing to those against whom I used it." This habit proved of great advantage to Benjamin

Photostats !!!

of any subject -
By Photographers

Fast Messenger Service

PACH BROS.



28 West 44th Street, New York. N. Y.

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG



For several years we have been creating outstanding advertising, remarkably successful advertising, for such dominating products as—

Phoenix Hosiery
Sheaffer Pens
Edison-Dick Mimeographs
Sellers Kitchen Cabinets

Our services are now at the command of one or two more manufacturers of like caliber, who are desirous of wringing the utmost out of every dollar spent for advertising. And to that end we invite correspondence.

THE GLEN BUCK COMPANY

Advertising

39 South La Salle Street
Chicago

The kick in the punch

An advertisement without a kick has the same relationship to successful copy that a soft drink has to a high-ball.

In your business, do you need an advertising writer who can inject the "extra ingredient?"

W. H. STROMEYER
11 East 38th Street
New York City

Direct by mail and publication advertising
PLANNED—WRITTEN—PRODUCED
CALedonia 9717

Sales Executive

Thirty years' experience in all phases of the Grocery Specialty Business. Known to all buyers Chicago east and especially in the Metropolitan District of New York. Four years in present position.

Protestant; age 55; married.

Available after Dec. 1st.

Address "R., Box 162, care Printers' Ink.

Franklin when he wished to inculcate his opinions and persuade men into measures which he was engaged in promoting at the time.

In **PRINTERS' INK** for July 8, 1926, Richard Surrey summed up the method by saying that it is "a principle of imparting full knowledge, not by stifling the imagination of the reasoning faculties by the force of a more aggressive will-power, but by arousing and stimulating the imagination to the point of forming favorable decisions on its own account."

Socrates apparently went about Athens asking ingenuous questions which made his hearers conscious of their ignorance and anxious to learn more. His system was designed to help others discover ideas in their own mind. The Socratic method used in promoting this book is worth the attention of all copy writers. As Mr. Surrey says: "This is an aggressive, assertive age. We no longer go about asking people what they know; we go about reiterating what we know. The result is that advertising reflects the 'know it all' tone of ordinary conversation."

Men who would inform others, if they use a positive or dogmatic manner in advancing their ideas, usually provoke contradiction and prevent attention. The results they wish to secure are quite different. These results the Socratic method is designed to secure quickly and easily. Let us have more Socratic copy.

for Sale!

☛ A Man—with brains, training, experience, initiative—in sales and advertising.

☛ He's advertising manager for a highly regarded manufacturer now. The make-up of the organization limits his future.

☛ Pay him a decent salary; let him paddle his own canoe. Then watch him produce results.

Address "T., Box 166, Printers' Ink.



House Organs

We are producers of some of the oldest and most successful house-organs in the country. Edited and printed in lots of 250 to 25,000 at 5 to 15 cents per name per month. Write for a copy of **THE WILLIAM FEATHER MAGAZINE**.

We produce *The Sterling Products Magazine*
The William Feather Company
607 Caxton Building : Cleveland, Ohio

WANTED

ADVERTISING DIRECTOR

Publisher of a group of important class and general publications aggregating over a million copies monthly requires aggressive man to take full charge of entire advertising department.

Only a man big enough, with sufficient breadth of knowledge of the work in all its various ramifications can be considered. The man to fill the position must be a thorough organizer. He must be an expert in advertising and merchandising, and he must know how to direct the activities of a number of advertising managers under him.

The right man will be paid a commensurate salary plus a percentage of the business produced directly due to his efforts. Only letters stating full experience, present income, and all other important details, can be considered.

All correspondence will be held in strict confidence.

"O," Box
165, P. I.

IDEAL PRINTING SPACE

Sublease

to April 29, 1930

Cheap

257 W. 17th ST., NEW YORK

ENTIRE 8th FLOOR

9,000 SQ. FT.

PRICE—OPEN TO OFFER

Immediate Possession

T. A. BARTLEY, One Park Ave., N. Y. C. Ashland 5026



CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO—92 Adelaide Street West LIMITED

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters
Modern Cut-Cost Equipment
Also Rebuilt Machinery
Conner Fendler Branch, A. T. F. Co.
New York City

New Bulletin of Publishing Properties
for Sale just out. Send for your copy. HARRIS-DIBBLE COMPANY, 345 Madison Avenue, New York City.

Salesmen in New York wants to represent large, responsible company who want and can produce two to seven color labels in quantities. Commission only. Box 515, Printers' Ink.

Wanted Advertising Solicitor who wants to add a live publication to his other representations in the Metropolitan district. A Leader in its field. Profitable proposition for a hustler. Box 517, P. I.

Advertising Business For Sale
Nationally known, long established, profitable, direct by mail business, sales about \$80,000 yearly. Entire organization intact. Owner will sacrifice due to other larger interests. Box 532, P. I.

High-Grade Publication Wanted. Printing plant in Central New York can take contract for printing High-Grade Small Publication. Well-equipped Plant—Monotype, 2-color Press, exceptionally good composing room and bindery equipment, etc. Box 512, Printers' Ink.

A long established mid-town printing plant, completely equipped, would like to join up on a co-operative or other mutual basis with an established publisher, advertising agency or other large user of printing. This is a real opportunity for progressive development. Printer, c/o Lay Co., 15 West 37th St.

Printing Plant For Rent Mamaroneck

Fully equipped, may be rented for 5 years on sliding scale. All machinery in building and arrangements may be made for purchasing it at very attractive price. All that is necessary to start work is to move in necessary stock. Floor space approximately 50x120, including office space. Building located on very prominent corner, 3/4 block from station and main street. STEVENS & CHRYSTIE, 100 West Post Road, Mamaroneck, New York. Tel.: Mamaroneck 1367.

HELP WANTED

PRINTING SALESMAN
who can sell creative ideas rather than printing jobs. A real opportunity with established New York City printing firm. Box 523, Printers' Ink.

ADVERTISING COPY WRITER AND LAYOUT MAN to prepare newspaper advertisements, direct-mail and dealer literature and house-organ stories along Quality lines for large manufacturer of nationally advertised pianos. State age, experience and salary expected. Box 513, Printers' Ink.

WANTED

Solicitor of school advertising in high-class magazine. College graduate preferred. Address Box 539, care Printers' Ink.

SALESMEN WANTED

30% commission selling a newspaper cut service to grocers. Fine art work, strong copy with a human interest appeal. A profitable side line making you \$31.20 on each sale. State territory covered and your exp. with cut services. Address Charles E. Morgan, Human Interest Advertising, 2404 W. Seventh St., Los Angeles, Calif.

MISCELLANEOUS

34th, 110 West (at Broadway, Room 1002). Desk in small quiet office. Suitable for publisher's representative.

POSITIONS WANTED

College Woman, Editor and Writer with house organ and magazine experience seeks position as editor or associate editor. Christian, American. Highest references. Box 516, P. I.

CIRCULATION MANAGER

15 years' exp. Subscription, newstand: News Co. and Independent. Advisory capacity, part or entire time. Box 538, P. I.

Salesman, 30, six years' experience selling retail and wholesale trades; practical knowledge of sales promotion. College graduate; will fit in sales department of manufacturer or in trade research department of advertising agency, moderate salary. \$37. Box 533, P. I.

Seeking new worlds to conquer

A cosmopolitan Sales and Advertising Manager, keen analytical perspective with intimate human understanding. Thoroughly at home here or abroad. Salary in five figures. P. O. Box 146, Times Square Station, N. Y. City.

COPY WRITER—7 years' department store experience—copy—layouts—plans. Capable of producing distinctive work with a genuine selling appeal. Address Box 518, Printers' Ink.

Advertising Salesman—32 years of age; well educated, good appearance, ten years' experience in agency and newspaper fields. Open for a real proposition. Best references. Box 525, P. I.

Commercial Artist, wants large or small lots of toys or shoes to draw for catalogs, folders, newspapers, etc. New York or vicinity. Experienced, Rapid, Reasonable, Reliable. Longacre 8477. Mrs. Rathbon.

SALESMAN

Young man with twelve years' experience executive and selling work, capable of directing branch office. Interview desired. Box 521, Printers' Ink.

ARTIST, thoroughly experienced, wants color orders, children a specialty. Box covers for candy, perfume, toys, etc. Labels for women's or children's merchandise. Mrs. Rathbon, Longacre 8477.

ARTIST

Retoucher mechanical thoroughly exp. over 15 years desires position in New York at 5 to 6 hours per day. No attention to blind letters. Box 534, P. I.

Advertising Sales Promotion Merchandising—why condense it here? Read the display advertisement captioned—"FOR SALE"—on page 226.

Junior Account Executive, 5 years' exp.; contact work on national accounts of diversified character; thorough knowledge all phases production. Male. Age 24. Christian. Box 524, Printers' Ink.

COPY, LAYOUT AND IDEA MAN

Over 4½ years' experience with Printer Agency, Importer and Manufacturer. 24; college-trained. \$55. Box 526, P. I.

Visualizer—Art Director

Producer of outstanding ideas in illustration, layout, physical appearance; \$7,000; go anywhere. Box 529, P. I.

Production Manager. Exp.-capable. Buys art work, engraving, composition, etc. Writes good copy and makes presentable layouts. At present employed—available on short notice. New York or vicinity essential. Box 520, Printers' Ink.

A YOUNG LIVE WIRE

Ad salesman with copy ability. College graduate. 25 yrs. of age. Successful exp. in western ad. agency. Desires agency or ad. connection in N. Y. Available Nov. 1. Permanent, good references. Box 537, Printers' Ink.

Production Manager

(Mechanical Director) desires change before January 1st, 1927. Very capable typographer. Have bought considerable Art-work, high-class printing, engravings, typography, etc. Can successfully manage men. Gets things done. Four-A Agency experience. Only interested in agency connection whose volume of business warrants a \$6000-a-year man. References. Age 32, married. Protestant. Available on two to three weeks' notice. Interested New York City only. Box 514, P. I.

Advertising Manager or Assistant in Direct Mail Advertising Dept. of manufacturer, wholesaler or importer. Unusual ability as copy writer, sales correspondent. Seeking real honest active opportunity. Box 522, Printers' Ink.

NEED A SALESMAN!

Experienced specialty man, 26, well educated, desires change prior January 1st; Middle West or Pacific Coast territory; Interview in New York or Philadelphia. Box 536, Printers' Ink.

WANTS RESPONSIBILITY!

Young woman of good education wants responsible position with publisher or advertising agency. Fifteen years' experience with leading publishing houses. Present salary \$45. Box 530, P. I.

Advertising Manager, capable planner and executive of complete campaigns, with 15 years' varied experience, desires new connection; has produced noteworthy results. Age 38; married; highest credentials. Box 527, Printers' Ink.

Young Advertising Man. Now employed, seeks opportunity in adv. dept. of manufacturer, agency or dept. store. Qualifications: college trained, correspondence adv. course; practical printing, selling, rough layouts and copy exp. What have you? J.H.A., 52 Frelinghuysen, Battle Creek, Mich.

Mail Order—Direct Mail

Interesting story awaits organization requiring highest grade man experienced in getting results through success appeals, narrative and dramatic for agents, c.o.d. and direct sale; also complete responsibility for large direct mail campaigns from plan and idea to production and results; go anywhere. Box 528, P. I.

AGENCY POSITION WANTED

I have been the advertising manager of a large national account. Now I want to work at the purely creative side of advertising. I can make my own layouts, know type and engravings thoroughly (I have designed and purchased over a hundred thousand dollars worth of printing) and I want a chance to show what I can do in copy. In order to get a foothold with a progressive agency, I will work for a much smaller salary than that which I have been accustomed to receive. Age 28, single, college graduate, special knowledge radio and phonograph advertising. Address Box 531, Printers' Ink.

ADVERTISING MANAGER

Manufacturer or Growing Agency

Efficient, dependable executive, 34, versatile, exceptional education, well trained, broad business knowledge and sound business sense; thoroughly experienced in advertising in all of its ramifications, analyzes possibilities of products; can put new life into sales promotion ideas; writes clear, convincing copy, prepares effective sales letters and inviting literature; manages details of printing and publication production; directs campaigns, maintains efficient system of department operation, excellent record. Reasonable salary. Wallace Miller, 115-66 194th St., St. Albans, L. I.

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Balkite Radio Power Units

Alfred Decker & Cohn
Society Brand Clothes



The JOHN H. DUNHAM Company
Advertising
TRIBUNE TOWER
CHICAGO

Why women read the Chicago Tribune

INVESTIGATION in Chicago showed that 80% of the men interrogated and 71.2% of the women are Tribune readers. The inquiry was conducted in the home and demonstrated that women, both employed and housewives, favor The Tribune. Asked what newspaper they would keep if they had to give up all but one, 51.7% of the replies stated The Tribune—29.9% selected the next newspaper.

Women writers, acknowledged experts in their fields, have established over a period of years Tribune departments of strong appeal to women readers. These features, in no small degree, account for the tremendous circulation of The Tribune. How the women of the Tribune have helped to achieve its success may be seen from this partial list of editors:

MARY KING, *Fiction Editor*
 ANTOINETTE DONNELLY, *Beauty Editor*
 MAE TIMKE, *Movie Critic*
 GENEVIEVE FORBES HERRICK, *Feature Writer and Reporter*
 FANNY BUTCHER, *Book Editor*
 KATE WEBBER, *Club Editor and Exchange Editor*
 JANE EDDINGTON, *in charge of Tribune Cook Book*
 SALLY JOY BROWN, *in charge of A Friend in Need*
 ELEANOR JEWETT, *Art Editor*
 CORINNE LOWE, *Fashion Editor*
 ANITA DE CAMPI, *Home Harmonious Editor*
 LOUISE BARGELT, *Home Builders' Editor*
 INEZ CUNNINGHAM, *Etiquette*
 MARRIOTT SMITH, *in charge of Friend of the Soldier*
 MRS. ANNA R. MOREHOUSE, *in charge of Clotilde patterns*
 MADAM X, *Society Editor*
 KATHLEEN McLAUGHLIN, *Feature Writer and Reporter*
 SIGRID SCHULTZ, *Manager of Tribune Berlin Office*

The list covers only the major positions. No attempt is made to set out the assistants, the artists, the special correspondents. In 1896 The Tribune employed sixteen women. Today there are 363 women employees serving women readers and maintaining The Tribune as the leading woman's publication in Chicago.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER